

Maxine Curry

Marketing Coordinator

AREAS OF EXPERTISE

Booking advertising
Print Media
Brand management
Cold calling
Copywriting
Creative flair

PROFESSIONAL

French speaker
First Aider

PERSONAL SKILLS

Attention to detail
Flexible
High energy levels
Multitasking

CONTACT

Maxine Curry
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Driving license: Yes
Nationality: British

PERSONAL SUMMARY

A reliable and approachable individual who has superb influencing skills and the ability to enhance a business's marketing campaigns. Maxine has extensive experience of working in competitive marketing environments where only the toughest succeed. She not only has the ability to see those opportunities that others do not, but also has the initiative needed to take advantage of them. Right now she wants to join a company that recognises the importance of its staff and subsequently works hard to try to attract, retain and expand the best talent possible.

WORK EXPERIENCE

Company name – Location

MARKETING COORDINATOR Jun 2013 – Present

Responsible for creating and delivering key elements within the company's divisional, and group marketing strategies.

Duties:

- Coordinating the distribution of mail shots and newsletters.
- Managing and recording all sales enquiries via an electronic logging system.
- Organising the preparation, printing and distribution of promotional materials.
- Tracking product line sales and costs by analyzing raw sales data.
- Establish and expand merchandise opportunities.
- Managing direct marketing campaigns right from their initial planning to delivery.
- Planning the logistics and pre-setup for marketing events.
- Coordinating activities with event organising companies.
- Assisting in the planning and production of special offers.
- Working with the business development team to push cross selling opportunities.
- Composing and preparing routine correspondence for the approval and signature of senior managers.
- Attending industry trade shows and events.

Company name - Location JOB TITLE Dates (i.e. Aug 2011 – Jun 2013)

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KEY SKILLS AND COMPETENCIES

- Maximising sales opportunities through the development of customer relationships.
- Ability to read, analyze and interpret the most complex of documents.
- Can engage with an audience using social media platforms.
- Good understanding of general business processes and reporting.
- Able to take criticism and be self-critical.

ACADEMIC QUALIFICATIONS

Nuneaton University **2008 - 2011**
BSc (Hons) Sales Management

Coventry Central College **2005 - 2008**
A levels:
Maths (A) English (B) Technology (B) Science (C)

REFERENCES – Available on request.



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