**LEVER BRUCE**

380 N Ave, San Francisco, CA 32102 | (001) 398-23401 | bruce @ email . com

**OBJECTIVE:** To obtain a Marketing Assistant position at XYZ organization utilizing inborn talent in marketing and ability to manage marketing plans.

**SUMMARY OF QUALIFICATIONS**
• 5+ years’ experience in the field of sales and marketing
• Demonstrated willingness to work with complex inter-departmental teams for brand promotions and developing marketing plans
• Hands on experience in working with agencies, marketing colleagues and compliance personnel to ensure timely and effective processing of financial promotions
• Sound understanding of marketing principles

**SPECIAL SKILLS**

**Communication**
• Great with people utilizing effective communication skills (written and verbal)
• Able to interact with other departments diplomatically

**Computer**
• Proficient in Microsoft Office, graphic design software (Photoshop, Illustrator, InDesign, Corel)

**Interpersonal**
• Highly capable of managing multiple projects simultaneously
• Understand company policies and can effectively ensure brand compliance
• Exceptional research & organizational skills
• Enthusiastic, hard-working, with a capacity to learn fast
• A detail oriented person

**Leadership**
• Effective project management skills
• Ready to contribute strategic planning by managers
• Willing and able to effectively cross-train as needed

**KEY ACHIEVEMENTS**
• Working as a team for a promotional project got awarded as ‘Best Marketing Team’ at AON
• Attained Business Idea Competition at university sponsored by Lever Brothers

**EMPLOYMENT HISTORY**

**99¢ Only Stores Commerce – California, US** 01/2011 — 11/2012

**Marketing Assistant**
• Assisted the marketing manager and the marketing team with all marketing activities
• Developed product descriptions
• Handled production of marketing materials and literature
• Coordinated the production of a wide range of marketing communications
• Provided support for marketing events and exhibition displays
• Wrote articles and designed promotional adverts
• Prepared marketing blogs and looked after social media marketing
• Uploaded product information to e-commerce websites
• Kept marketing department’s documentation and databases up-to-date
• Validated product inventory and updated promotions
• Participated in weekly team meetings and other key meetings to gain exposure to the business
• Completed other projects as assigned

**AON – Center Valley, PA** | 10/2007 — 12/2010

**Marketing Executive**
• Defined marketing campaign objectives and KPIs
• Prepared campaign briefs for agencies and coordinated event management
• Wrote and proof read marketing messages and collaterals including advertising, web content, blogs, etc.
• Assisted database management for campaign activity
• Implemented email marketing campaigns using in house tool
• Provide regular updates on marketing effectiveness and ROMI
• Assisted in Financial Promotions Administration

**EDUCATION**
University of Pennsylvania (Wharton) – Philadelphia, PA | 2007
Bachelors in Marketing
• Major: Branding
• CGPA 3.82