**LEVER BRUCE**

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**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