First name Last name Email | City, State | Phone number

**RELEVANT EXPERIENCE**

**FREEDOM MORTGAGE CORPORATION**, Mount Laurel, NJ | August 2016 – Present

Marketing Manager

* Evaluate, assess, and manage marketing requests via SharePoint and Work Front as assigned
* Recommend optimal marketing solutions to satisfy business needs
* Develop and deliver creative briefs for design executions
* Proactively anticipate and plan for field needs based on division, location, and geography
* Support broad array of requests including marketing collateral, communications, content, web pages, and training
* Collaborate with various internal marketing teams
* Create and manage launch campaigns for new marketing content

**STERLING NATIONAL BANK** – Residential Division, New York, NY | March 2013 – August 2016

Marketing Coordinator

* Conducted trainings on Encompass CRM database
* Collaborated with freelance graphic designers to achieve select marketing initiatives
* Sourced and hired vendors for events and publish marketing materials
* Managed all aspects of email/CRM and direct mail marketing initiatives for the branch
* Handled all databases with client and referral partner data and tracked all leads for Loan Officers
* Edited all printed promotional materials, as well as created graphics for events and training materials
* Managed, proofed, and coordinated all staff bios, headshots, and business cards
* Handled all direct marketing communications to prospects and clients

**HILTON GRAND VACATIONS**, New York, NY | May 2012 – November 2012

Marketing Coordinator

* Developed and implemented marketing strategies to promote Hilton Grand Vacations products and services
* Collaborated with internal cross-functional teams to ensure effective execution of marketing plans
* Created and managed marketing budgets, and tracked and reported on campaign performance metrics
* Coordinated with external agencies and vendors to ensure delivery of high-quality marketing materials and services

**ADDITIONAL EXPERIENCE**

**METROPCS COMMUNICATIONS**, Hawthorne, NY | December 2008 – April 2012

Account Service Representative

* Functioned in support of the indirect sales channel of wireless products for MetroPCS dealer stores and third-party retailers in metropolitan Manhattan
* Provided feedback and motivation regarding sales results to store management, assisted with merchandising and special events, and aided the stores in resolving escalated customer/account issues when necessary
* Reversed declining store sales within 6 months by developing & implementing staff initiatives, creating an employee incentive program, and selling customer products
* Increased territory sales 20% and achieved 2nd highest sales volume in December 2009
* Won two sales incentive contests (March/May of 2009); ranked within the top 5 of highest attachment rates in March 2011 while directing third party retailers into the market

**SKILLS**

* Data and Marketing Association (DMA) Classes: Social CRM, Social Media Marketing, and Copywriting
* Computer: Microsoft Word, Excel, PowerPoint, Publisher, Adobe Acrobat, Dreamweaver, CRM, and Encompass database

**EDUCATION**

* The University of Scranton, Scranton, PA – Master of Business Administration in Marketing
* City College of New York, New York, NY – Bachelor of Arts in Mass Communications– Advertising/PR