

# Gary White

## Marketing assistant

### AREAS OF EXPERTISE

*Market research*

*Direct marketing*

*Lead generation*

*Competitor analysis*

*Sales/ promotional material*

*Event coordination*

*Writing press releases*

*Online marketing*

*Copy writing*

### PROFESSIONAL

*NVQ in Marketing  
(City & Guilds)*

### PERSONAL SKILLS

*Resilience*

*Hands on attitude*

### PERSONAL DETAILS

*Gary White  
34 Anywhere Road  
Coventry  
CV6 7RF*

*T: 02476 888 5544  
M: 0887 222 9999  
E: [gary.w@dayjob.co.uk](mailto:gary.w@dayjob.co.uk)*

*DOB: 12/09/1985  
Driving license: Yes  
Nationality: British*

### PERSONAL SUMMARY

A confident, honest and hardworking individual with extensive knowledge of supporting a sales team in all areas of a companies marketing strategy. Possessing effective organisational skills and proficiency with administration and practical tasks, including planning market research, organising the distribution of literature to helping to put on an event. A quick learner who can absorb new ideas and can communicate clearly and effectively with work colleagues, clients and senior managers.

Now looking for a suitable marketing assistant position with an ambitious company.

### WORK EXPERIENCE

#### ***Manufacturing Company – Coventry***

**MARKETING ASSISTANT** June 2008 - Present

Supporting the sales process by being involved in the day to day activities of the marketing department and by providing an invaluable support service to the sales and marketing team.

#### ***Duties:***

- Support the company in the implementation of it's marketing campaigns.
- Producing & analysing sales figures, then reporting them to marketing managers.
- Proof reading for all marketing material, both print and online.
- Writing marketing emails & then sending them to customers & sales prospects.
- Assisting the marketing team with day to day administration duties.
- Responsible for maintaining & updating the companies website & social media.
- Coordinating telemarketing activity.
- Managing & maintaining product & data information within company systems.
- Assisting in organising promotional events.
- Liaising on a daily basis with clients , customers and suppliers.
- Involved in drafting PowerPoint and Word pitches.
- Attending networking events & promoting the company.
- Booking advertisement space with local newspapers.
- Liaising on a daily basis with clients , customers and suppliers.
- Involved in organising planning and controlling exhibitions.
- Working with the sales team to maintain and update pricing / listing details.
- Involved in producing and publishing online marketing material.
- Helping to run mailshot campaigns.

### KEY SKILLS AND COMPETENCIES

- Proactive, determined and able to work across all functions.
- Numerically astute and comfortable with undertaking financial analysis.
- Ability to be creative and to show initiative.

### ACADEMIC QUALIFICATIONS

BA (Hons) Marketing  
**Nuneaton University 2005 - 2008**

A levels: Maths (A) English (B) Technology (B) Science (C)  
**Coventry Central College 2003 - 2005**

**REFERENCES** – Available on request.

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