

# Gary White

## Marketing executive

### AREAS OF EXPERTISE

*Local marketing*

*Business development*

*In store event management*

*Campaign management*

*E-mail marketing*

*Press releases*

*Customer retention*

*Telessales*

### PROFESSIONAL

*First Aid Certified*

*ECDL*

### PERSONAL SKILLS

*Initiative*

*Building relationships*

*Creative thinking*

### PERSONAL DETAILS

Gary White  
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Coventry  
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DOB: 12/09/1985

Driving license: Yes

Nationality: British

### PERSONAL SUMMARY

A highly efficient, results driven and capable marketing executive with a proven ability to effectively develop, manage and control relationships between the company and its target audience. Having a proven track record of quickly understanding a marketing campaigns mission, vision and objective and then communicating this to potential customers. Enjoying challenging briefs & able to work to an excellent standard under considerable pressure whilst presenting a positive image to clients & colleagues.

Now looking for a suitable sales position with a ambitious & exciting company.

### WORK EXPERIENCE

#### ***Kitchen Suppliers – Coventry***

MARKETING EXECUTIVE      June 2008 - Present

Working as part of a busy sales team involved in annual & quarterly tactical planning, scheduling & also delivery across multiple media. Responsible for ensuring that promotional activity is targeted, effective in attracting potential customers.

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

- Planning & implementing marketing activities across all online & offline channels.
- Setting up new marketing strategies.
- Generating sales leads.
- Managing customer relationships.
- Logging and progressing all new leads / potential sales enquiries.
- Writing new marketing material & website content.
- Assisting with campaign building, press releasing & promotional copy production.
- Making sales calls and handling enquiries from potential customers.
- Involved in the online, web and email marketing campaigns.
- Analyse and produce reports on data provided by customers.
- Campaign tracking, measurement, evaluation and reporting on all activity.
- Co-ordinating company representation at relevant conferences and exhibitions.
- Monitoring and optimising key internet search engine campaigns.
- Liaising with strategic partners, internal stakeholders and key customers.

### KEY SKILLS AND COMPETENCIES

- Experience in being involved in multiple marketing campaigns in parallel.
- Thorough understanding of promotional and advertising activity.
- Ability to work to tight deadlines and multi-task.
- Good understanding of methods to assess marketing ROI.
- Ability to work in a fast paced and evolving sales environment.
- Ability to troubleshoot independently.
- Experience of CRM such as Goldmine.

### ACADEMIC QUALIFICATIONS

BSc (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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