

CAROLIN MAXINE

MARKETING MANAGER

120 Vise Street

0044 121 638 0026

manager@gmail.com

OBJECTIVE

An established campaign manager who has experience of working across multiple channels to deliver compelling campaigns that meet business objectives and marketing strategies. Lead brainstorming sessions to generate ideas for new value-added programs, topics and sales tools.

EDUCATION

Central Birmingham University

M.S in Marketing Degree

2003 – 2005

Aston College University

B.S in Accounting

2001 - 2005

SKILLS

- Office Management
- Market Intelligence
- Project Management
- Brand Management
- Strategic
- Demand Generation
- Sales Support
- Strong Analytics Skills
- Goal – Oriented
- Capable of multi - tasking

PERSONAL

- Great team-working skills.
- Self-motivated
- Strong willed
- Professional

EXPERIENCE

2015 - 2020

Trainee Marketing Manager • NFX Company

- Working with Distribution and Marketing teams, assist in development and implementation of integrated campaign planning, management, execution and reporting. Working and thorough knowledge of Market automation.
- Assist in new product launch and development of go-to-market strategies; work with Digital Marketing and National Accounts to develop and fine-tune segmentation strategies.

2010 - 2015

Cashier • Codex Technology

- 2 Work closely with key partners including sales, product, investment, compliance, IT and operations to establish priorities and messaging to a retail and institutional client base. Assist in development of analytical process to identify tactical marketing
- Support new and existing ETF offerings by working closely with key stakeholders (e.g., sales, ETF product, investment affiliates, marketing, training) to develop the product value and application.

2006 - 2010

Marketing Manager • The Big Peg

- Responsible for management of our digital media planning and buying roadmap, including the launch of our robust attribution modeling infrastructure
- Heavy research of artist communities and word-of-mouth analysis (Reading and analyzing message boards, blogs, other artist sites, etc.)
- Work with the Group Licensed Account Sales Managers to manage the development and delivery of specific retention marketing plans and campaigns.