

# 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

## PERSONAL

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

## 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.
- 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.

*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.
- 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.