

Gary White

Marketing manager

AREAS OF EXPERTISE

Direct marketing

Marketing plans

SEO & PPC campaigns

Client development

Brand marketing

Sales presentations

B2B and B2C

Competitor analysis

Project management

Market research

PROFESSIONAL

*Higher Professional
Diploma in Business
Administration
(City & Guilds)*

PERSONAL SKILLS

Positive attitude

Influencing skills

Patient

PERSONAL DETAILS

*Gary White
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DOB: 12/09/1985

Driving license: Yes

Nationality: British

PERSONAL SUMMARY

A highly efficient, innovative and methodical marketing manager with extensive experience of supporting sales departments by reviewing, developing, defining their overall marketing strategy. Can relate well with people at all levels and has the flexibility of working well as part of a team or individually. Comfortable working in a fast paced, hands-on, growth orientated work environment and possessing a proven ability to ensure that brand messages, standards and communications are understood and implemented effectively.

Now looking forward to a making a significant contribution to the marketing department of a company that offers genuine opportunities for progression.

WORK EXPERIENCE

Online Retailer – Coventry
MARKETING MANAGER June 2008 - Present

In a business critical role making a substantial contribution to the future growth of the company. Responsible for all corporate marketing, researching and planning campaigns, including the delivery and results for a key strategic initiatives.

Duties:

- Developing a marketing team to implement strategy & delivering on objectives.
- Design, implement & facilitate an effective local & national marketing strategy.
- Carrying out effective research & intelligence into competitor products & other trends.
- Constantly improving business development activities.
- Overseeing and managing financial budgets.
- Manage daily activities with PR, press and marketing communications agencies.
- Develop partnerships & relationships with third parties to meet strategic objectives.
- Identifying key marketing opportunities.
- Making sure that campaigns run to deadline and on budget.
- Online campaigns, web site, use of digital/social media.
- Budget setting and control, including measurement and return on investment.
- Management of sponsorships for conferences and events.
- Exceptional project and time management skills.
- Monitoring & reporting to senior managers on the effectiveness of strategies/campaigns.
- Setting the scope, implementation, management & review of marketing campaigns.

KEY SKILLS AND COMPETENCIES

- Experience of executing a successful website marketing campaign.
- Strong leadership and consensus building skills.
- Track record in the development and implementation of integrated campaigns.
- Able to quickly understand customer needs and to deliver timely and cost-effective solutions.

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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