

## **Marketing Skills**

### **Sample Skills/Skill Headings**

Marketing & Advertising	Retail/Merchandising
Product Promotions/Demonstrations	Vendor Management
Design of Business Materials	Displays
Fundraising	Price/Delivery Quoting
Market Analysis	Order Processing
Research/Analysis/Evaluation	Inventory Control
International Marketing	Quality Control
National Marketing	Customer Service/Troubleshooting
Sales/Marketing	Customer Relations/Sales
Inside Sales/Customer Support	Public Relations
Outside Sales/Territory Management	Problem Resolution
Technical Sales	Communication
Sales Presentations	Management/Administration
Sales Support	Supervision/Training
Sales Tracking	Sales Management & Planning
New Account Setup	Project Coordination/Management
Account Management/Maintenance	Call Center Management
Contract Management/Negotiation	Profit Margin Analysis
Contract Proposals	Performance Analysis/Reporting
Contract Administration	Credit Administration
Purchasing/Inventory Control	Leadership
Purchasing & Merchandising	List Management

### **Computer/Office Machine Skills**

MS Office, WordPerfect, Excel, PowerPoint, Access, Rolodex, electronic mail, Internet, Intranet, HR financial reporting systems

### **Sample Skill Statements**

#### **Marketing & Advertising**

Designed and produced surveys, brochures, flyers, ads, catalogs, inserts, package design, exhibits, direct mail, monthly newsletter  
Designed a 10-page catalog  
Knowledge of design, paste-up, layout and typography  
Inspected layouts and advertising copy and edited scripts, audio and videotapes  
Coordinated marketing and advertising for television, radio, and newspaper ads  
Sold advertisement spots in magazines, brochures, and newspapers  
Created media plans; researched and purchased television, newspaper, and radio space  
Identified potential media outlets, wrote press releases, and conducted follow-up phone calls  
Monitored effectiveness of each source of advertising and utilized this information when organizing future marketing campaigns  
Generated sales of advertising for college's weekly newspaper  
Collaborated on the planning and promotion of a job fair with student job placement: directed set-up, helped publicize event, and assisted in the search for employers  
Knowledge of competitive marketing methods and pricing

Developed client list and marketing literature, which increased leads by \_\_\_\_ %  
Consulted with department heads to plan advertising services  
Conferred with clients to provide marketing and technical advice  
Analyzed goals and formulated marketing strategies  
Developed and presented comprehensive marketing program for (ex.- banking) product  
Helped develop and implement creative marketing plans for (type of) products  
Conducted competitive market analysis  
Monitored market and sales trends to maximize sales  
Analyzed target market for evolving E-tailing business  
Conducted business/market research  
Assisted in product research and development  
Recruited and worked with volunteers in large fund raising special event (name the event)  
Performed telemarketing and assisted sales and marketing directors in blitzes and trade shows, exceeding established goals  
Represented company at trade association meetings to promote products  
Assisted trade managers with specific international projects such as incoming delegations and outgoing trade missions/trade shows  
Developed a successful special merchandise presentation

### **Sales/Customer Service**

Increased business through cold calling, telemarketing, and networking  
Gave sales presentations for groups of up to \_\_\_\_  
Utilized catalogs and manufacturer's literature in sales presentations  
Gauged customer response and adjusted presentations to resolve customer concerns  
Resolved customer complaints regarding sales and service  
Sold (ex.-personal care) services through professional sales techniques, consulted with clients on determining needs, and distributed flyers to potential clients  
Provided customer support to \_\_\_\_ key accounts  
Consistently met or exceeded all quarterly and annual sales quotas  
Handled up to \_\_\_\_ calls daily, generating sales in excess of \$ \_\_\_\_ monthly  
Increased sales by \_\_\_\_% through add-on promotions  
Processed orders for over \$ \_\_\_\_ monthly sales transactions  
Negotiated sales in excess of \$ \_\_\_\_  
Created and maintained tracking mechanisms for effective prospecting and sales forecasting  
Recipient of numerous "Outstanding Service" awards; "Employee of the Month" once every year  
Interact successfully with people from a variety of backgrounds  
Dealt with a diverse range of clientele in fast-paced and demanding situations

### **Retail/Purchasing & Merchandising**

Supervised inventory and shortage control, merchandise assortment, annual store inventory, and stockroom organization  
Conducted inventory and directed (or assisted) buyers in purchase of products, materials, and supplies  
Prepared, reviewed, and processed requisitions and purchase orders for supplies and equipment  
Analyzed market and delivery systems to determine present and future material availability  
Prepared visual merchandising displays using mannequins, alternatives, fabric drapes, lay down presentations, fixtures, aisle tables, and build -ups  
Arranged interior and window displays for a department store  
Increased sales \_\_\_\_% by effectively researching and negotiating with suppliers  
Increased special orders by building strong relationships with major manufacturers

Maintained current catalog and pricing information from over \_\_\_\_ vendors  
Calculated material requirements and verified delivery for \_\_\_\_ accounts  
Expedited orders with manufacturers and production department  
Managed shipping and receiving functions for advertising firm  
Utilized computerized parts tracking system to schedule and coordinate work orders

### **Management/Administration**

Experienced in handling all financial matters for a small business, including accounts receivable and payable, sales tax and withholding filing and deposits, preparing payroll, managing a budget, and making daily deposits  
Managed operational performance of sales team to ensure performance standards were met  
Provided leadership, direction, coaching, and training of 8 sales consultants  
Provided technical training to groups of up to \_\_\_\_ customers and vendors  
Trained all new employees in proper sales techniques and customer service procedures  
Advanced from Sales Associate to Assistant Store Manager  
Performed manager's duties for six months while position was open  
Facilitated staff planning meetings, promoting goal achievement  
Coordinated meetings with various international-related organizations  
Met with an interdepartmental team on a weekly basis to discuss company goals, objectives, client relations, marketing strategies, and overall performance  
Interfaced with other internal departments to set price structures, negotiate rates, and develop new products and proposals  
Prepared reports regarding market conditions and merchandise costs  
Devised and implemented a computerized spreadsheet program to maintain client base, sales, and account data  
Maintained department, product, and individual customer activity files  
Organized prospect files for promotional purposes  
Generated reports needed for feasibility analyses and strategic pricing