

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, Email, Internet, Intranet, HR applications, Financial reporting systems, Social media including LinkedIn, Facebook, Instagram, etc.

Sample Skill Statements

Marketing & Advertising

Designed and produced surveys, brochures, flyers, ads, catalogs, inserts, package design, exhibits, direct mail, monthly newsletter

Created and managed web and social media content

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, social media 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
Maintained and managed online e-commerce tools
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