Andrea Robbins

Marketing Specialist

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Impactful writer, marketing and branding solutions provider who achieves powerful results by crafting imaginative campaigns in alignment with marketing and brand objectives; more than seventeen years’ experience helping companies in the corporate, educational and non-profit sectors capture increased market share and improved brand recognition; recipient of XYZ Partnership Award; expert competence with Word, Excel, PowerPoint, Publisher, Adobe Acrobat, WordPress, GoDaddy, HTML, Google Analytics, AdWords, Docs and Drive

Proficiencies

***Marketing and Development Strategy***

Differentiate organizations from their competitors by building unique brand strategies and continually monitoring campaign progress using KPI analytics tools

* ***Clients documented increased brand endorsement and access to new revenue streams***

***Content and SEO***

Improve website traffic, rankings, conversion and bounce rates by writing engaging content with a consistent brand message for digital channels and by optimizing material for multiple search engines

* ***Effected a 50% increase in traffic, conversion rates and rankings and a 60% decrease in bounce rates***

***Project Management***

Establish budgets and schedules; oversee production of print and digital materials, ensuring timely delivery of project collateral

* ***Increased ROI by 15%***

Professional Experience

XYZ Marketing | New York, NY

*National marketing company*

**Facility Manager** *(March 2018 – April 2018)*

**Project Coordinator** *(June 2016 – March 2018)*

***Achieved major upturn in client satisfaction through due diligence and motivational team management***

**Facility Manager**

* Elevated client satisfaction to record levels by collaborating with project managers to ensure a clear understanding and accurate implementation of client requirements
* Guaranteed optimal efficiency and problem-free execution of hospitality and administrative functions by verifying the accuracy and completeness of client data, ensuring adequate staffing for each study and by assisting team with all aspects of research projects when necessary
* Garnered team loyalty and peak performance through hands-on management style

**Project Coordinator**

* Contributed to project success by verifying validity of data, resolving issues affecting data quality and by confirming unanimous comprehension of client requirements
* Ensured all deliverables were met in a timely fashion by communicating project specifications and timelines to recruitment teams and by providing daily updates to project managers and clients

Robbins Consulting

**Freelance Writer and Marketing Consultant**

*September 2001 – May 2016*

***Helped organizations fulfill their marketing and communications objectives***

* Grew client base from zero to a roster of more than fifteen accounts by crafting innovative website content, blogs, newsletters, marketing and public relations campaigns for a diverse range of corporate, educational and non-profit organizations
* Increased revenue by 93% for a professional services firm by launching an industry specific customized website
* Freelance clients included:

***XYZ Company***

* Increased client base by 93%, effected a 60% decrease in bounce rate and attained a second-place search engine ranking by designing a captivating website for a financial services firm

***XYZ Company***

* Boosted web traffic by 50% and improved search engine ranking for a digital marketing agency and its clients by implementing effective SEO strategies and by formulating appealing online content including blogs, emails and web pages

***XYZ College***

* Assisted in the development and functionality of organization’s online education website; established social media presence by creating pages on Facebook, Twitter and LinkedIn

Pro Bono Projects

* Public Relations Writer and Designer, *XYZ Company*
* Communications Consultant, *XYZ Company*
* Brand and Messaging Strategist, *XYZ Company*
* Web Content Writer, *XYZ Company*
* Copywriter, *XYZ Company*

Education

**Master of Science, Direct and Interactive Marketing**

XYZ University

**Bachelor of Arts, English/Creative Writing**

XYZ University

**Additional Courses**

Digital Marketing Specialization, XYZ University

Content Strategy Certificate, XYZ University