

CHARLES E. MARTIN JR.

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MARKETING PROFESSIONAL

Energetic, determined and innovative Professional has more than 16 years of experience in Sales, Field and Outreach Marketing and general Marketing Management. Exceptional communication and strong interpersonal skills make the candidate effective team player with different clients and staffs across various departments and job levels. Focused professional is actively seeking a role as Marketing Specialist demonstrates competent proficiency in analysis, project planning and execution, time and team management, and problem solving.

- ✦ Strategic Marketing & Public Relations
- ✦ Social Media & Lead Generation
- ✦ Adept in Marketing Analysis & E-Learning
- ✦ Strategic Partnerships & SaaS
- ✦ Online Advertising & Web-Based Services
- ✦ Event & Target Account Marketing

PROFESSIONAL EXPERIENCE

Global Media (Price LLC Acquisition) Senior Field Marketing Specialist <i>Brisbane, United States</i>	May 2012 - Feb 2014
Lyons Education, INC. Field Marketing Representative & Senior Marketing Specialist, Events <i>Baltimore, MD</i>	July 2009 - Nov 2011
Total Communications, INC (Discovery Education) Account Manager, Northeast Territory <i>Silver Spring, MD</i>	Jan 2008 - July 2009
University of Maryland College Outreach Marketing Coordinator <i>Adelphi, MD</i>	May 2004 - July 2005
Autotrader.com Internet Advertising Consultant <i>Silver Spring, MD</i>	July 2002 - Dec 2002
Global Communications Advertising Sales Representative/Online Account Executive <i>Norfolk, VA</i>	Aug 1998 - Dec 2001

- ✦ Led the Marketing department; strengthened teams' skill sets in communication, sales and public relations; met and exceeded corporate objectives with innovative marketing campaigns and initiatives driving brand awareness and sales with various programs including pipeline accelerations lead acquisitions support and loyalty retention programs.
- ✦ Worked closely with 30 National Professional organizations; designed and implemented trade show marketing programs seeing a 60% increase in event registrations; reached 100K+ attendees at 20 events; collaborated with leadership in field marketing, products, and academics to optimize tradeshows and large scale events as well as commencements ceremonies with 10K+ attendees.
- ✦ Increased company sales and solution awareness with multi-touch marketing programs; engineered the Online Social Media Programs employing LinkedIn, Twitter, and Facebook and grew the social media client community by 60%, over 2200 active members.
- ✦ Led client reference initiatives and built a database of clients that were leveraged for PR, including; case studies and industry awards program, that included multiple wins during my tenure, including the coveted 2013 CODiE Award Winner: Best Corporate Workforce Solution.

- ✦ Trained Sales and Marketing staff on qualitative and quantitative market research method; administered goal-oriented working environment; orchestrated and led 40 conference training events, 20 webinars, and cooperative events to support top 40 accounts; acted as the marketing spokesperson; presented web-based products and services at more than seventeen conferences.
- ✦ Motivated creative sales and marketing communications through emails, presentations and proposals; increased the customer admin email newsletter click thru rate to 11% and on average a 60% open rate.
- ✦ Identified and secured partnership with the DC Office of HR; supported all agencies, reaching 30K employees; developed relationship with MBDA, generated annual promotion for National Minority Enterprise Development (MED) Week Conference.
- ✦ Integrated high level protection procedures on marketing systems, records, project profiles and other highly confidential information; ensured all campaigns and results were tagged in CRM and MAP.
- ✦ Conceptualized positive working environment that promotes teamwork, cooperation and collaboration among members; elevated campus attendance by 40% by implementing Cvent marketing software viral and social media exposure; built and executed a successful first online advertising campaign for University of Virginia.

EDUCATION & TECHNICAL SKILLS

Philadelphia University, 2003

Bachelor of Science, Graphic Communications

Philadelphia University, Present

Graduate Certificate Program, Media Psychology

Microsoft Office Suite (Word, Excel, PowerPoint) ✦ Certified Google Analytics Professional 2014 ✦ Global SaaS Marketing ✦ Salesforce ✦ Oracle PeopleSoft ✦ Eloqua Oracle Marketing Cloud ✦ Curata ✦ Adobe Suite ✦ TechSmith Camtasia Studio ✦ HootSuite ✦ Google Apps for Business ✦ Google AdWords ✦ Blackboard ✦ eCollege ✦ GoToMeeting ✦ Webex ✦ Box for Business ✦ Mail Chimp ✦ Constant Contact ✦ Cvent ✦ WordPress ✦ Blogger ✦ LinkedIn for Sales Professionals ✦ Inexpo Virtual Trade Show

Walden University 5 Yr Accomplishment Tenure Award
Discovery Education 2008 Contribution to Profitability Award

NOTABLE HIGHLIGHTS

- ✦ Grew sales 30% YOY through online advertising cooperatives that attracted tourists utilizing multiple Landmark sites; generated national exposure through sites such as Weather.com.
- ✦ Built account base from 5 to 42 accounts within 6 months, exceeded weekly goals, received Top Billing District Award and landed largest, single incremental partnership in the U.S.
- ✦ Reached 437,000 identified customers and prospects including Target Account Marketing; led to 83% growth business increase
- ✦ Grew market penetration by 88%; earned rating as a "highly valued" employee and maximum performance bonus in 2008.
- ✦ Managed and promoted one of the strongest promotional movie screening events. Reached 8K educators through partner, email and web-based marketing channels; resulted in 400+ attendees, greatly increased brand recognition.
- ✦ Sold and developed online marketing campaigns, a major part of client's overall marketing strategy. Negotiated \$100K+ client contracts.

References Gladly Provided Upon Request