

# MaryKate O'Brien

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## MEDIA ★ FASHION DESIGN ★ ENTERTAINMENT

Enthusiastic and creative marketing specialist bringing 4 years of full time experience in conceptualizing, developing, and implementing marketing campaigns to build strong brand and drive sales revenue. Passionate to provide excellence in marketing expertise that makes an impact on organizational efficiency, profitability, market share growth, and customer satisfaction.

### Marketing Associate

Media/Client Relations ☐ Conceptual Planning ☐ Search Engine Optimization  
Account Management ☐ Project Management ☐ Content Strategy  
Social Media ☐ Advertising ☐ Campaigns ☐ Competitive Analysis  
Event Planning ☐ Marketing Documentation ☐ Ad-Copy Creation  
Quality Control ☐ Service Excellence ☐ Project Administration

Bachelors of Business Administration, Marketing, 2011 – GPA 3.94 - Hofstra University  
Member – Phi Beta Kappa, Omega of New York Chapter Honor Society

### Marketing Experience

ABC Marketing Company, New York ..... 2012 – Present  
A communications agency founded in 1992 that passionately fuses both creative execution and scientific insight to leading pharmaceutical clients.

**Project Manager**, 2013 – Present  
**Associate Account Manager**, 2012

*Promoted from Associate Account Manager after first year of employment. Charged with front to back management of client project direction including design, delivery, and anchoring agency-wide and department-specific projects. Provide seamless communication between in-house and external vendors including Editorial, Print, Technology, Accounting, and Operations.*

Examples of Projects Include →

- ✓ Managing all phases of event production including venue logistics, meal planning, advertising, and print material for bi-annual California Congress meeting with over 65 physicians.
- ✓ Coordinating the print project for a 200 page clinical scientific data manual.
- ✓ Crafting and publishing a print piece and slide deck for medical advisory board meeting.
- ✓ Spearheading the advertising endorsements for a national pharmaceutical industry conference.
- ✓ Writing and publishing content for a top tier pharmaceutical client website and blog.
- ✓ Researching and presenting industry competitive analytics.
- ✓ Writing an analysis of social media platforms and their effectiveness on specific pharmaceutical clients.

“MaryKate hit the ground running from day one. We consistently receive positive feedback from clients as she is instrumental in strategizing and executing innovative marketing ideas.”  
*Excerpt from Performance Evaluation*

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