

KAREN MONTMINY

Marketing Consultant

PERSONAL PROFILE

I am a retail marketing consultant seeking a full-time position in a forward moving company. I have broad experience in management and market research.

AREAS OF EXPERTISE

- Retail Management
- Consulting
- Budget Control
- Visual Merchandising
- Account Management
- Brand Development
- Market Research
- Data Analysis

PERSONAL DETAILS:

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WORK AFFILIATIONS

Grausson & Sons

Marketing Specialist, Jan 2016- June 2020

- Developed social media strategies to increase reach
- Spearheaded a viral online campaign
- Conducted market research for a new product line

Twisten Multimedia Co.

Senior Brand Manager, June 2014-July 2016

- Implemented and improved the company's internal communication system
- Designed branding collaterals
- Led a successful launch event for a new product

ACADEMIC HIGHLIGHTS

Tech Institute of Tronti

Diploma Course in Digital Marketing

- Completed coursework with distinction
- Took electives in Email Campaigns and Social Media Platforms
- Member, Tronti Tech Circle (marketing association)

University of Dandei

BA in Marketing Communication Class of 2014

- Graduated with Honors, with a GPA of 3.87
- Awardee, Dandei Leaders of Tomorrow
- Finalist, MarCom Awards 2014
- Founding Member of the Marketing Association

KEY COMPETENCIES

- Leadership
- Communication
- Content Creation
- Strategic Planning
- Visual Presentation
- Public Speaking
- Event Planning and Execution
- Public Relations

Top 3 des créateurs de CV IA

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