



# Aron Smith

Head of marketing

## ✓ Summary

Marketing and business development professional with three years of skilled experience focusing on office organisation, marketing management, cost analysis, online marketing, customer relationship management, and planning and execution of the marketing strategy. Additional experience has been gained in the areas of staff responsibility, hiring, leadership, and project management.

## 📁 Work experience

Head of marketing 2015 – Present

### Online marketing Company

Responsibilities include building the marketing organisation and managing the brand image and marketing for seven countries. Additional duties: negotiation and procurement of radio advertising, project management of the new front-end platform, cost analysis.

Country manager 2013 – 2015

### Webstation

Tasked with the reorganisation and restructuring of the head office; this included increasing productivity, budgeting, contract negotiation as well as staff management and recruitment.

Marketing manager 2011 – 2013

### The standard

Marketing manager for the UK markets. Major projects included drafting of the marketing plan, which was heavily focused on ROI, as well as strategising to achieve expansion on a limited budget.

Operating Officer 2009 – 2011

### Springify

Responsibilities included customer service, cash management, and development of the UK market, as well as trial-and-error marketing, investor relationship management, and customer service.

### Part time employment

- Budgeting – Sweat company
- Telemarketing sales – Realtalk sales
- Administration – Huge banking
- Truck delivery sales – Trucks N stuff

## 🎓 Education

Courses 2008 – 2009

### Mount Saint Vincent University

Master in business 2002 – 2008

### University of excellence

## 🌟 Projects

Google AdWords certification 2014

Two week course to become a certified Google Adwords expert.

Online marketing consultant 2013

A half year program specialising in online marketing.

## Personal information

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New York

🚗 Yes

📅 1985

👤 Married

## About me

A natural leader and a master of marketing. That's how colleagues describe me. Personally, I would describe myself as an ambitious visionary who works hard to achieve my goals.

I'm an active person who loves adventures. Last year I decided that I would run a marathon and last month I achieved that goal.

Now I'm ready to take on a new adventure but this time regarding my professional career.

## Skills

- ★ Marketing
- ★ Communication
- ★ Project management
- ★ Leadership

## Language

English - Native

Spanish - Fluent

French - Basic skills

## Links



## References

William Smith - example@buzzcv.com  
Buzzcv.com , CEO