Content Marketing Template | [Orbit Media Studios](http://orbitmedia.com/)

## MARKETING COORDINATOR DESCRIPTION

Marketing Coordinator supports external teams through project support, program execution, collateral development, project support, sales programs, as well as via ad hoc requests.

* Development and implementation of marketing strategies, including advertising campaigns, content marketing, product positioning and other projects
* Monthly reporting on marketing data to aid management in making decisions
* Manage and track social media accounts
* Provide product/service support
* Support day-to-day operations including marketing campaigns and promotions
* CRM management: Maintain databases of prospects, clients and vendor databases
* Robust repertoire of sales approaches across various channels
* Trade show and live event marketing and management

*Qualifications*:

* Resourceful, self-starter
* Experience working with agency/client partners
* Graphic design skills (InDesign, Photoshop, etc.)
* Proficiency across various social platforms and management tools (Hootsuite, Sprout Social, Buffer, etc.)
* BA / BS / MBA Marketing, Journalism, Communications, Finance or equivalent work experience