

# WILLIAM KINGSBERY

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881 Harris Rd  
Germantown, TN 38103

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## MARKETING SPECIALIST

Assertive, determined and steadfast professional has 5+ years of experience in Sales, Product and Marketing Management and Branding. Emphatic and influential candidate exhibits strong decision-making and strategic planning skills in managing a multimillion business by employing a balanced approach in driving revenue growth.

Versatile leader is actively seeking an opportunity to dive into a marketing role ideally with a dynamic and progressive organization. Delivers strategies that combine all factors towards achievable goals with long-term objectives and market landscapes; develops plans to incrementally expand a business. Innovative and analytical professional exhibits key leadership skills in managing a team of marketing specialists in developing strategic marketing plans that strengthen brand recall and address consumer demands.

Exceptional communication and interpersonal skills make this adaptable specialist proficient in communicating and translating complex concepts and ideas to audiences, effectively instilling comprehension of product information.

- ✦ Strategic Planning & Implementation
- ✦ Articulate Communicator & Presenter
- ✦ Proven Leadership Capabilities
- ✦ Incremental Revenue Growth
- ✦ Established Vendor & Partner Relations
- ✦ Task Prioritization & Time Management

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## PROFESSIONAL EXPERIENCE

### **Advanced Dermatology & Skin Cancer Associates**

Nov 2015 – Present

Marketing Sales Representative / Brand Ambassador  
Memphis, TN

- ✦ Expanded product and company recognition to support the sales and marketing teams; cultivated relationships with the community through sales campaigns.
- ✦ Developed and maintained cooperative relationships with representatives of the community, consumers, employees, as well as public interest groups.
- ✦ Worked with management to identify trends and developments that might influence public relations decisions and strategies; generated high volume of referrals.
- ✦ Devised marketing campaigns with the goal of increasing product awareness and increasing sales and profits; executed marketing and sales programs.
- ✦ Served as the point person for outside, inside, and partner sales teams; assumed responsibility for monitoring market and company sales performance.

### **Baer's Den**

Oct 2015 – Present

Sales Associate  
Memphis, TN

- ✦ Shared product knowledge with customers while making personal recommendations; ensured that customers come first by serving them with a sense of urgency.
- ✦ Received and processed cash and credit payments for in-store purchases; answered incoming telephone calls with professional and knowledgeable responses.
- ✦ Listened to customer needs and preferences to provide accurate advice; provided education to customers regarding the care and utilization of merchandise.

- ✦ Assisted customers in selecting from the diverse range of products available; discussed the quality, type, or number of merchandise required for a particular purchase.

**inferno**

Jan 2014 – Present

Field Marketing Specialist / Promotions Team Coordinator  
Memphis, TN

- ✦ Acquired talents for promotional campaigns, and provided the needed assistance in the training of participants to enhance productivity in promoting the brand.
- ✦ Identified marketing opportunities for target audience engagement; assumed responsibility for developing and executing social media promotion for each event.
- ✦ Established social media metrics for client, in order to gauge success for future events; implemented long-term objectives and created innovative strategies.
- ✦ Provided coaching to client representatives on effective communication with the public and the employees; estimated project costs and monitored budgets.

**Memphis Grizzlies**

July 2012 – Present

In-Arena Emcee  
Memphis, TN

- ✦ Represented the Memphis Grizzlies brand at various events around the Mid-South; entertained thousands of fans at the Memphis Grizzlies' home games.
- ✦ Traveled to South Africa, China, and South Korea as a Brand Ambassador for the NBA and Memphis Grizzlies; served as an Emcee/Host during all home games.
- ✦ Established strong working relationships with other dancers, as well as the management team and staff; ensured strict compliance to policies and procedures.
- ✦ Demonstrated ability to engage with the fans, and helped in the planning of partner promotions; attended game day meetings and on-court rehearsals.

**All State Promotions**

Aug 2011 – Oct 2012

Marketing Representative  
Downstate, IL

- ✦ Marketed products to clients and prospects, and educated customers on new products and services; coordinated events to maximize awareness of product launches.
- ✦ Developed and executed marketing/PR campaigns, including new product introductions and existing product development; attended trade shows and events.
- ✦ Communicated with customers, employees, and other individuals to answer questions and/or provide information; created programs that drive brand loyalty.
- ✦ Supported all company initiatives, offered actionable feedback, shared best practices, and served as an advocate as well as information source for the company.

## EDUCATION & TECHNICAL SKILLS

**Southern Illinois University Edwardsville, Edwardsville, IL**

Bachelor of Science in Speech Communication, Dean's List, Cum Laude  
(Emphasis in Public Relations, Minor in Mass Communications – TV/Radio Production)

Microsoft Office Suite ✦ Internet

*References Gladly Provided Upon Request*