

RA

CONTACT



(555) 666-7777



email@example.com



LinkedIn | Portfolio



Columbus, OH

KEY SKILLS

- B2B marketing
- Campaign calendar planning
- Content development
- Enterprise messaging
- Internal communications
- Marketing asset creation
- Stakeholder alignment
- Whitepapers and case studies

EDUCATION

- BACHELOR OF SCIENCE IN CORPORATE COMMUNICATIONS | OHIO UNIVERSITY, ATHENS, OH | MAY 2015

Riley Anderson

Corporate Marketing Specialist

Corporate marketing specialist with eight years of experience executing internal and external campaigns for enterprise audiences. Skilled in stakeholder communication, campaign planning, and B2B content development across digital channels.

PROFESSIONAL EXPERIENCE

CORPORATE MARKETING SPECIALIST | AXONTECH SOLUTIONS | FEBRUARY 2019 - PRESENT

- Supported cross-functional campaigns promoting new software launches, resulting in a 40% increase in qualified leads from enterprise clients
- Managed quarterly campaign calendars and collaborated with PR and sales teams to align messaging
- Wrote B2B landing pages, email campaigns, and case studies, contributing to \$1.5M in influenced revenue

MARKETING ASSOCIATE | ONYX INDUSTRIES | JULY 2015 - JANUARY 2019

- Supported internal brand rollout with digital content and training guides for 500+ employees
- Wrote executive-level communications and customer-facing whitepapers used in partner education
- Managed vendor relationships for creative assets and platform integrations

CERTIFICATIONS

- ABM Certification, Demandbase | July 2023