



## MARIE KING

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(630) 484-6754

www.marie-king.net



### WORKED FOR INNOVATIVE MOBILE-FIRST AD-TECH COMPANY IN CHICAGO

As an Account Coordinator, supported over \$150MM+ in client RFPs and partnership proposals with an average 45% closed won rate

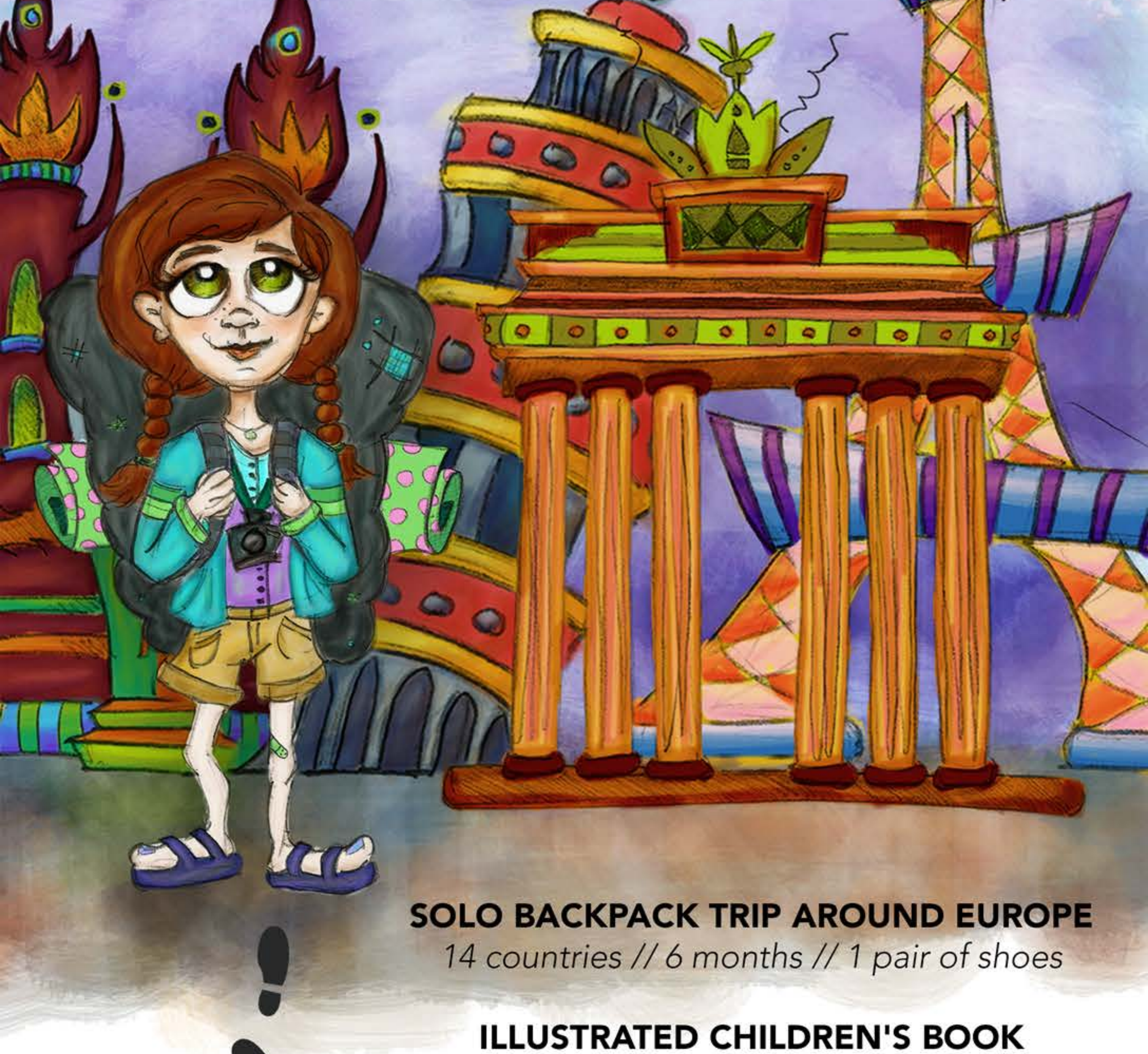
Ideated brand new ad innovations for my clients requests that helped successfully sell through Kargo's campaign proposal and were run by high profile clients such as Skittles, Target, Fiat-Chrysler

In Product Marketing Role, drove go-to-market strategies to enable over 20+ successful product and feature launches

Top internal resource producer at my company, creating internal trainings, certification programs, educational series, POVs, etc.

Awarded the company's Giraffe Award for sticking my neck out, going above and beyond, and being a model employee

Proactively ideated and presented to the entire company on creating and pursuing passion projects at your workplace that was very well received!



### SOLO BACKPACK TRIP AROUND EUROPE

14 countries // 6 months // 1 pair of shoes

### ILLUSTRATED CHILDREN'S BOOK

Published Spring 2015



### MARKETING COORDINATOR FOR ACADEMIC PUBLISHING COMPANY IN LONDON

Successfully pitched and secured book reviews and author interviews with the major media including NYTimes, CNN, WSJ, BBC, FT, Forbes, HuffPo, etc.

Arranged and advertised highly attended book launches and author speaking events at major institutions (LSE, NYU, World Bank, TedTalks, etc.) all around the world

Marketing efforts led to author's book being listed in 'Top 10 Economics Books' on Amazon

Helped launch, produce and market electronic journal with renowned environmental MIT professor, Lawrence Susskind, to over 30,000 readers



### ACCOUNT SERVICES INTERN FOR TOP ADVERTISING AGENCY IN ALASKA

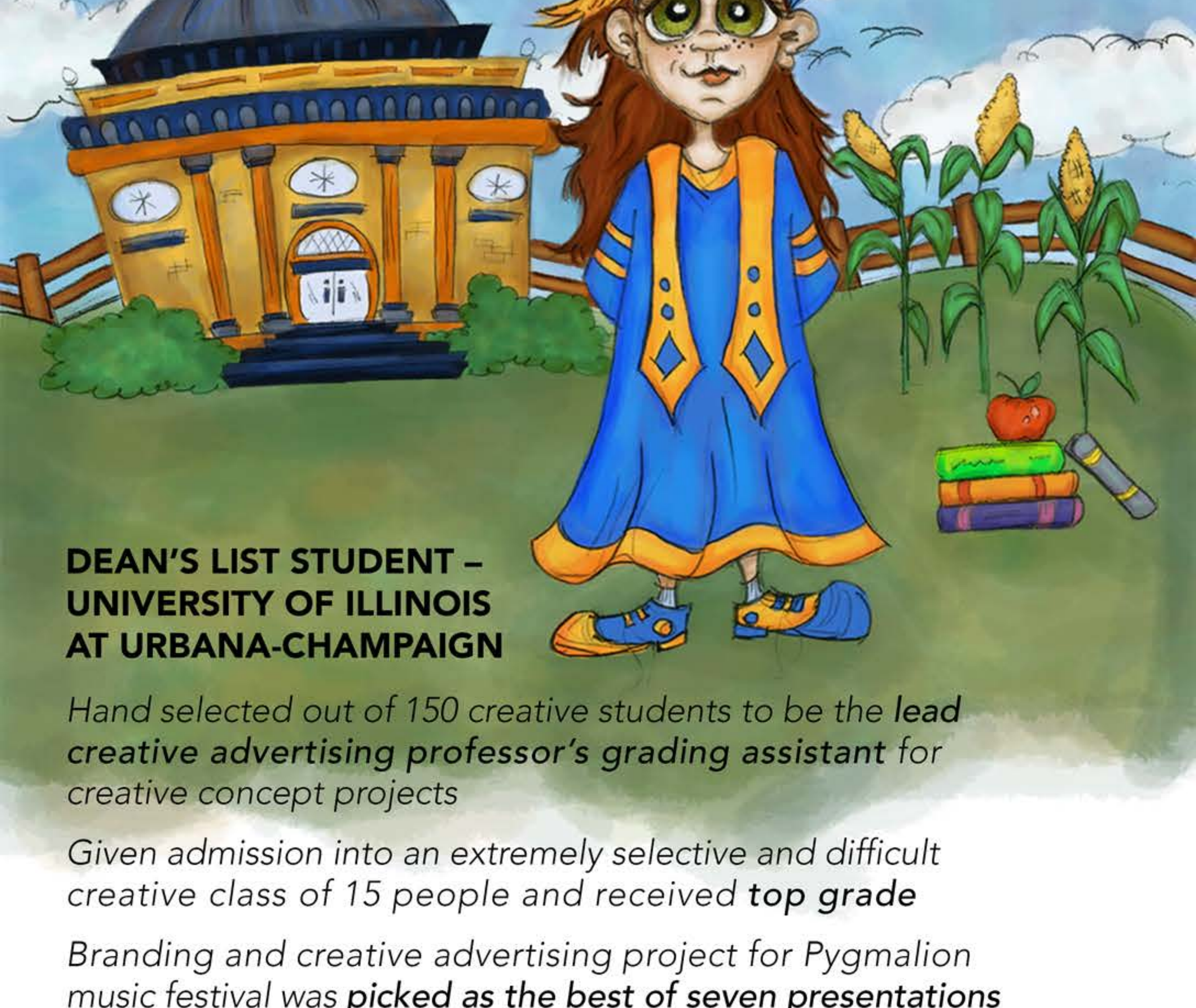
Helped coordinate Walgreens' launch event in Alaska with the 'Ice Road Truckers'

Rallied drive-thru coffee huts throughout Anchorage to support and promote Alaska Department of Transportation's awareness campaign for roundabout protocol by distributing over 3,000 informative java jackets

Prepared McDonald's PowerPoint presentation and helped calculate financial quarter stats for regional meeting

Edited promotional materials for the Alyeska Pipeline

Coordinated grab bag gifts for British Petroleum event



### DEAN'S LIST STUDENT – UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Hand selected out of 150 creative students to be the lead creative advertising professor's grading assistant for creative concept projects

Given admission into an extremely selective and difficult creative class of 15 people and received top grade

Branding and creative advertising project for Pygmalion music festival was picked as the best of seven presentations by the head organizer

Performed critical marketing research for the Urbana Farmer's Market promotional campaign

Fed the hungry future leaders of the world with my Level 5 cafeteria serving skills



More information @ [www.marie-king.net](http://www.marie-king.net)