



Resume Keywords for **MARKETING**

Account Executive
Account Management
Account Service
Action Plan
Advertising
Brand Equity
Brand Management
Business Management
Business to Business
Community Marketing
Competitive Market Analysis
Consultant
Consumer Packaged Goods
Consumer Panel
Consumer Product Marketing
Customer Loyalty
Customer Relationship Management
Customer Retention
Customer Service
Direct Marketing
Distribution Channels
Entrepreneurial Marketing
Focus Group
Forecast
Fortune 100/200/500
International
Market Analysis
Market Research

Market Segmentation Analysis
Market Share
Marketing Initiatives
Marketing Model
Marketing Plan
Marketing Research
Marketing Strategy
Media Planning
Multiple Priorities
Negotiation
New Product Development
Operating Budget
Pricing
Product Innovation
Product Launch
Product Mapping
Product Marketing
Project Management
Promotion Strategy
Relationship Marketing
Retail
Sales Manager
Services Marketing
Solutions
Strategic Planning
Target Marketing
Team
Trade Show Management

Keywords are often used by recruiters to search a candidate database and are important in developing online resumes and in communicating experience and qualifications. Use these words and phrases to improve your chance of getting interviews. For additional keywords, consult the Bureau of Labor Statistics at www.bls.gov/oco/, job postings, and company websites.