

# Cheryl Grant

Marketing Coordinator



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## Areas of Specialization

- Brand Awareness
- Collaboration with strategic partners
- Communications
- Content Development
- CRM Administrator
- Marketing Campaigns
- Special Events
- Social Media
- Tradeshow Management

## Overview of Experience

- Established the first inhouse marketing department for a national environmental testing laboratory overseeing all marketing, advertising, social media, special events, and providing business development support for 7 laboratories, 14 service centers, and a team of 27 sales people.
- Successfully completed multiple rebranding exercises which included coordination with outside vendors, redesign of company logo, website, intranet, mobile site, marketing collateral, signage, advertising, communications, social media, and tradeshow assets.
- Customer Relationship Management (CRM) Administrator for Salesforce and SalesNOW. Responsible for transitions, training, business development support, reports, daily maintenance, enhancements, and troubleshooting.

## Education

B.S., Business Administration  
Villanova University, 1999

