

# Marketing Coordinator Zaber Technologies

Posted: Feb 24, 2015

**HOURS PER  
WEEK**

35-40

**SALARY /  
WAGE**

TBD

**NUMBER OF  
OPENINGS**

1



Employer Profile

## **JOB DESCRIPTION**

Zaber Technologies ([www.zaber.com](http://www.zaber.com)) is looking for a Marketing Coordinator. The Marketing Coordinator will work closely with other members in our Marketing and Sales/Customer Support Team and with staff in other departments including R&D, Production, and IT. Our ideal candidate will be someone with a marketing background and a diverse skill set who is a quick learner, creative, self-motivated, and works well with others. This is a full-time position with flexible hours.

## **RESPONSIBILITIES**

- \*Update and maintain catalogue and other literature
- \*Add and update information on our website, including launching new products or features
- \*Plan and promote marketing events, including Lunch and Learns and webinars
- \*Manage advertising budget, including evaluating new options and maintaining/tracking existing platforms
- \*Manage social media accounts, including Facebook, Google+, and SlideShare
- \*Take product photos for promotional purposes
- \*Support customer service and sales activities, including processing orders and shipments
- \*Help with trade show planning and coordination
- \*Design various materials, including infographics, visuals for presentations or articles, banner ads, etc.
- \*Write and submit press releases about new products
- \*Create and send e-newsletters to customers
- \*Document processes in our company wiki

## **ABOUT US**

Zaber Technologies is an established and steadily growing employee-owned company that designs, manufactures, and sells precision motion control equipment for high-tech markets around the world.

We strive to create an open, friendly, and high-achieving work environment. Our staff are progressive, enthusiastic individuals whose hobbies and interests are reflected in the work we do. Some aspects of Zaber that our employees especially enjoy include the people, the sense of

community, flexible hours, level of employee engagement, and opportunities to learn. Most of us cycle, bus, or carpool to work and put in extra effort to make sustainable choices. Last, but not least, our office has several friendly dogs.

**JOB TYPE**

Full Time (30 hrs/wk or more)

**QUALIFICATIONS**

Please see the full job posting on our website ([www.zaber.com/careers](http://www.zaber.com/careers)) for complete details.

**JOB LOCATION****City**

Vancouver

**State/Province**

British Columbia

**Country**

Canada

**JOB SECTOR**

Marketing and Communication

**WEBSITE**

<http://www.zaber.com/careers>

**PREFERRED DEGREES/DISCIPLINES**

Arts/Social Sciences

, Business Administration/Commerce/Management

**ADDITIONAL DOCUMENTS (PREFERRED)**

Cover Letter

**EXPERIENCE LEVEL**

Graduated with an Undergraduate Degree

**CONTACT INFORMATION**

*contact - information hidden per user request*

# William Ho

Richmond, BC

Phone: (604)123-1234

[willwkho@gmail.com](mailto:willwkho@gmail.com)

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March 11, 2015

Mr. Scott Young  
Zaber Technologies  
605 West Kent Ave N #2  
Vancouver, British Columbia V6P 6T7

Dear Mr. Scott,

**Re: Marketing Coordinator**

This letter is to express my interest in the marketing analyst job opening posted on the Zaber Technologies career website. I believe that my education, work and volunteer experience combined with my work ethic makes me a qualified applicant for the position. Currently, I am in my 4th year at the University of British Columbia, studying towards a Bachelors of Art in Sociology.

During my three-and-a-half years as a sales associate at Search Canada, I developed sales and interpersonal skills within a competitive environment. I served as the department's second best salesman by providing customers with detailed product information as well as incentivizing warranties and larger purchases. When not selling, I aided my manager with his weekly inventory reports and tasks. I am a hard worker that emphasizes customer satisfaction and created a lasting customer base that sought me out personally.

My academic experience over the past four-and-a-half years has prepared me to be an effective group and academic writer. My experience gained from writing essays, proposals and reports individually and in a group setting will allow me to write effectively in detailing information to coworkers and clients.

Thank you for your consideration on my application for the position on your marketing team. Please feel free to contact me by email at [willwkho@gmail.com](mailto:willwkho@gmail.com) or my personal phone at (604)123-1234.

Sincerely,



William Ho

Encl. resume

**William Ho**  
**1234 Williams Rd**  
**Richmond, BC V6Y 1A1**  
[willwkho@gmail.com](mailto:willwkho@gmail.com)  
**(604)123-1234**

## **Objective**

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To obtain employment that will help me improve my skills in marketing and customer service.

## **Education**

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**University of British Columbia**

**September 2010 - Present**

- Fourth year undergraduate student in the Faculty of Arts majoring in Sociology

## **Qualifications**

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- Exceptional customer service and communication skills
- Strong sales skills and understanding of public relations
- Skilled at executing tasks and projects
- A strong team and individual worker with leadership experience and project planning
- Detail oriented and strong work ethic

## **Relevant Work Experience**

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**Sales Associate, Search Canada**

**Richmond, BC, August 2010 - December 2013 (3 years 5 months)**

- Achieved the spot "second best sales associate" within the Hardware and Fitness department within a month and held that position for 3.5 years.
- Took the position of "top sales associate" for several months and was among the top 7 sales associates for Hardware and Fitness across Sears Canada
- Assisted my manager in managing stock reports and price adjustments
- Processed sales, returns and exchanges as well as closing of cashiers
- Built up customer relations and was sought by name from returning customers

## Relevant Volunteer Experience

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### **Cadet Warrant Officer**

**Richmond, BC, February 2004 - August 2008 (4 years 7 months) 12 Service battalion Armoury**

- Had 30+ cadets under my command and instruction.
- Applied and completed leadership and instruction courses in both the Vernon Army Cadet Training Center and New Westminster armories.
- Ensured cadets were prepared for weekly drill nights and met the standards set by my superiors when examined.

### **Volunteer French/ English Reading Buddy**

**Richmond, BC, April 2007 - May 2010 (3 years 2 months) Richmond Brighthouse Library**

- Provided elementary schools students with a mentor that facilitate their reading writing and speaking abilities in both French and English
- Was chosen to help promote the Reading Buddy program at Hugh McRoberts Secondary School

## Technical Skills

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Software: MS Office (90 wpm), WordPress, SPSS, SOFA

Miscellaneous: Social Media

Languages: English, French and Cantonese

**References** available upon request

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Request for Reference Letter #1

Subject: William Ho Reference Request

Dear Prof. Yong,

I am contacting to you to request that you provide a reference for me as I begin my job search. I will be completing my graduate studies this spring and have found a promising career opportunity as a marketing Coordinator at Zaber Technologies. As my past professor, I believe that a reference from you would provide me with a greater chance of being accepted for the position.

Please let me know if you require any additional information. I can be reached by email at [willwkho@gmail.com](mailto:willwkho@gmail.com) or my personal phone at (604)123-1234.

Thank you for your support

Sincerely,

A handwritten signature in black ink, appearing to read "William Ho". The signature is fluid and cursive, with the first name "William" and the last name "Ho" clearly distinguishable.

William Ho

Request for Reference Letter #2

Subject: William Ho Reference Request

Dear Mr. Anand,

I would like to ask you if it would be possible to write a letter of reference for me. I am in the process of applying for a position as a marketing Coordinator at Zaber Technologies.

With your permission, I would be grateful if I could use you as a reference who can speak about my skills and qualifications in a professional work environment.

If you require any additional information I can be reached by email at [willwkho@gmail.com](mailto:willwkho@gmail.com) or my personal phone at (604)123-1234.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "William Ho". The signature is fluid and cursive, with the first name "William" and the last name "Ho" clearly distinguishable.

William Ho

Request for Reference Letter #3

Subject: William Ho Reference Request

Dear Mrs. Massot,

I would like to ask you if it would be possible to write a letter of reference for me. I am in the process of applying for a position as a marketing Coordinator at Zaber Technologies.

With your permission, I would be grateful if I could use you as a reference who can speak about my skills and qualifications in a professional volunteer environment.

If you require any additional information I can be reached by email at [willwkho@gmail.com](mailto:willwkho@gmail.com) or my personal phone at (604)123-1234.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "William Ho". The signature is fluid and cursive, with the first name "William" and the last name "Ho" clearly distinguishable.

William Ho