

Marketing

High-Impact words and phrases that help you make concise bullets and tailor your resume and cover letter to a career in Marketing:

- **New Product & Technology Launches**
- **New Market Penetration**
- **Strategic Alliances & Co-Marketing**
- **Joint Ventures**
- **Product Lifecycle Management**
- **Cross-Functional Team Leadership**
- **Market, Industry & Trend Analysis**
- **Competitive Market Intelligence**
- **Strategic Market Planning & Positioning**
- **Product Development & Pricing**

*Information from Best Cover Letters for \$100,000+ Jobs by Wendy Enelow