

ROBERT SMITH

Account Management Intern

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Responsible for gathering data through interfacing and coordinating closely with cross-functional teams to develop a process to link parts to new packaging in Clarios systems, Ultimately creating reference documents for an account manager to follow assuring packaging is linked successfully within Clarios systems.

JANUARY 2014 - 2021

ACCOUNT MANAGEMENT INTERN - RED TETTEMER O'CONNELL AND PARTNERS

- Assisted in maintaining Social Media audits, competitive analyses and global research, which resulted in a new account.
- Supported the timeliness of campaigns by proofreading, fact checking and the creating job jackets.
- Generated, analyzed and compiled Google Analytic reports in a concise fashion, to improve campaign micro sites and social media platforms.
- Resulted in company gain of two major accounts.
- Developed and leveraged business relationships with local businesses to create an exclusive wellness and health area for (+2000) HEB partners for the Statesman 10k Run.
- Conducted market and vendor research on pricing, and generated reports using Excel for account executives increasing office efficiency by over (20%).
- Managed volunteer outreach cycles from acquiring, to communications, to supervising training and event shifts, all while meeting our project deadline goals; dealt with (+100) volunteers.

2013 - 2014

ACCOUNT MANAGEMENT INTERN - DELTA CORPORATION

- Deployed and Managed Google AdWords camapgins for over 90 SMBs to drive awareness and traffic.
- Reconciled daily paid search campaigns expenditures on spreadsheets for clients by employing formulas Leveraged Excel pivot tables to analyze paid .
- Assisted team in trending Bountys Pet Furgiveness campaign on Twitters top 100 through the identification of five pet influencers for supervisor .
- Present, sell and defend agency work to client Ensure creative and development deliver projects on time Lead internal and client meetings ensuring .
- As the Account Management Intern I worked with the Electronic Document Delivery department on eStatement execution in the financial and healthcare .
- My responsibilities included pulling adoption reports, conducting market research and determining whether current marketing methods were being .
- Researched the marketing themes and tones of FMCGs and Chocolate

companies Brainstormed and surveyed, in a team of 5, the Dolce marketing campaign .

EDUCATION

BA In Advertising

SKILLS

MS Office, Developing Skills.