

ROBERT SMITH

Associate Advertising Assistant

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

Provides day-to-day executional support to the internal account and client teams with a particular emphasis on promotional activity management and providing finance/budget support.

CORE COMPETENCIES

Microsoft Office, Adobe Creative Suite, Google Analytics, CRM, Email Marketing.

PROFESSIONAL EXPERIENCE

Associate Advertising Assistant

ABC Corporation - December 2006 – December 2007

Key Deliverables:

- Assistant to four advertising representatives.
- Assisted with newspaper layout and filing of old ads.
- Learned to use their system for inputting and creating new advertisements.
- Generated weekly and monthly sales estimate reports as well as competitive lineage, positioning and sales projection spreadsheets.
- Created proposals in response to planning requests from advertising agencies and potential advertisers.
- Handled advertiser inquiries for insertion orders, material specifications and publication deadlines.
- Worked closely with the new york production department, ensuring issue deadlines ran smoothly and assisted with trafficking as needed.

Advertising Assistant

Delta Corporation - 2002 – 2006

Key Deliverables:

- Explained store merchandise through the use of interactive games and prizes - Provided individuals with product information.
- Advertised store merchandise at venues - Interacted with customers to ensure customer satisfaction - Communicated store products to individuals.
- Provided behind-the-scenes support for a large team of account executives Create and maintain good client relations with hundreds of advertisers Meet .
- Created newspaper ad copy under deadline.
- Updated and maintained newspaper client contacts.
- Proofread and edited ad copy; assisted with website maintenance.
- Letter writing of correspondence for sales staff advertising proposals Developed and formatted media kit for distribution Researched projects for .

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EDUCATION

Rails Web Development graduate in Ruby on Rails - 2015(Bloc.io - Work at Home)

