

Robert Smith

Advertising Assistant

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SUMMARY

An accomplished, resourceful and goal-driven professional with global mindset and twelve plus years of domestic and international experience. Proven expertise in areas such as Business Management, Finance, Account Management, customer service and communications.

SKILLS

Press Releases, Product Launches And Reviews, Social Media, Clip Reports.

WORK EXPERIENCE

Advertising Assistant

ABC Corporation - June 2014 - August 2014

- Increase publicity of properties for sale by creating full-page, half-page, and block advertisements for print, maintaining consistency with Sothebys brand imaging.
- Coordinate budgets, deadlines, and goals with representatives from selected media outlets.
- Write and distribute press releases and assist with social media.
- Increase attendance at programs by distributing promotional materials and e-newsletters.
- Conduct and analyze post-event surveys to measure participant attitudes and ways to enhance programs.
- Assist with organization and management of events.
- Performed all administrative duties for the associate publisher and multiple sales reps.

Advertising Assistant

Delta Corporation - 2013 - 2014

- Helped write and edit copy for print advertisements - Consulted with clients to negotiate business offers and to recruit sponsors for school-related .
- Pharmacy Tech, weekend Bookkeeper, Cashier.
- Organized appointments and agendas with agency clients Planned and executed client photo shoots including model bookings, travel arrangements, etc.
- Proofed, edited and finalized client advertising materials and creative Priced, planned and executed media buying across all print advertising .
- Setting up accounts, billing, scheduling, sales, building and creating advertisements.
- Journal Advertising copywriting.
- Bay Area Newsgroup Process Fictitious Business payments, forward information and payments to Oakland Tribune Newspaper office.

EDUCATION

Bachelor of Arts in Media Communication - (Roger Williams University - Bristol, RI)