

Advertising Coordinator

ROBERT SMITH

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Objective

Accomplished marketer with over 8 years of progressive experience driving the vision and thought leadership to leverage technology to create an engaging consumer experiences. A proven ability to work collaboratively with teams to build strategic marketing plans that deliver against business goals,.

Skills

Communication, Microsoft Office.

Work Experience

Advertising Coordinator

ABC Corporation - 2006 - 2006

- Led the strategic development, activation and execution of fully-integrated marketing & advertising campaigns to support key brand programs to increase awareness, trial, and sales.
- Launched a new line of hand tools for women that generated more than \$2.5M in sales growth by using a national advertising campaign supported by a robust media buy and 15 cities experiential event.
- Owned the advertising creation process with multiple agencies, ensuring collaboration and process by managing the creative agencies development of successful marketing & advertising campaigns in an effort to achieve marketing objectives across all tactics.
- Worked with an agency of record to define national and local media plans and added value media integrations to deliver high impact media value to ensure maximum reach to target.
- Managed experiential activations and promotions designed to increase sales, including in-store promotions, loyalty promotions, coupons, on-site demos, NASCAR integrations, sponsorships, and PR activities.
- Developed and optimized advertising and promotions campaigns to meet directly to consumer eCommerce targets, customer acquisition, and retention, including identifying new profitable opportunities to reach consumers.
- Organized and planned public relations events including ensuring the transportation, delivery of all PR materials, and recording event activities using media tools.

Advertising Coordinator

ABC Corporation - 2005 - 2006

- Managed monthly co-op budgets.
- Researched best campaign practices in western DMA.
- Consulted with clients based on target demographic to create ROI generating marketing campaigns.
- Negotiated and purchased media on behalf of clients.
- Oversaw art direction - ensured ads for clients were in compliance with T-Mobile, Vonage, CenturyLink, GoSmart Mobile, Ultra Mobile, and Univision Mobile guidelines.
- Wrote radio scripts, on-boarding content, blog articles.

- Managed and oversaw distribution of marketing collateral for T-Mobile, Vonage, CenturyLink, GoSmart Mobile, Ultra Mobile, and Univision Mobile..

Education

M.S. in Integrated Marketing Communications - 2012(WEST VIRGINIA UNIVERSITY - Morgantown, WV)