

Robert Smith

Advertising Coordinator/Manager

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SUMMARY

Highly qualified Advertising Coordinator with experience in the industry. Enjoy creative problem solving and getting exposure on multiple projects, and I would excel in the collaborative environment on which your company prides itself.

SKILLS

Microsoft Office, Adobe Photoshop.

WORK EXPERIENCE

Advertising Coordinator/Manager

ABC Corporation - October 1997 - August 2009

- Responsible for the layout of all publications; 3-6 per month.
- Creating and maintaining Excel logs of all ads and tracking of ads.
- Typesetting individual ads, updating and maintaining templates, assisting in advertising production as needed.
- Reconciling order entry data/processes and coordinate with programmers for data conversions.
- Provided administrative assistance to the senior team of outside sales local Account Executives Worked a territory on the side and met goals set for senior reps.
- Assisted sales team in public relations generating leads, data entry.
- Supported the Associate Publisher and 5 Account Representatives.

Advertising Coordinator

ABC Corporation - 1993 - 1997

- Acted as client contact for selling advertising space, sponsorship opportunities, and programs to both company representatives and advertising agencies.
- Route layouts, copy, proofs, and other project elements for approval and production.
- Check proofs for quality and request necessary corrections.
- Oversee multiple projects simultaneously of varying complexity.
- Responsible for tracking, scheduling, and monitoring creative projects communicating expectations and status to the larger production, design and editorial teams.
- Drive spread approval process through appropriate channels, partnering with cross-functional teams to ensure that work is moving through creative process efficiently, with a focus on meeting daily deadlines.
- Served as liaison between client and in-house design team to ensure creative was the correct size, format, and specifications..

EDUCATION

Business - 1985(St. Petersburg College - Saint Petersburg, FL)