

# ROBERT SMITH

## Associate Advertising Executive

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Advertising Executive manages employee development, P&L management, project management, sales, CRM systems, product marketing.

**MAY 1995 - APRIL 2000**

### ASSOCIATE ADVERTISING EXECUTIVE - ABC CORPORATION

- Informed customers of available options for advertisement artwork, and provide samples.
- Delivered advertising or illustration proofs to customers for approval.
- Managed time and resources through consistently sound decision making.
- Built strong relationships with my clients based on honesty and integrity which allowed me to truly become a partner to them.
- Influenced sales through customer visits, customer service, and business consulting.
- Developed a sales territory from an average of \$8,000 per month to an average of \$25,000 per month within a year.
- Hired to develop a struggling advertising sales territory into profitable territory for the company.

**1991 - 1995**

### ADVERTISING EXECUTIVE - DELTA CORPORATION

- Screenvision Develop and maintain old business to advertise with cinema.
- Job includes cold calling, prospecting, sending out detailed proposals to help client understand the benefits of advertising in this specialized media.
- Weekly reports are turned in on a timely basis.
- Analysis of clients current needs are evaluated to fit a program which would best suited for their needs.
- Bellsouth Yellow Pages Sold new advertising and increased existing advertising in Southern Bell Yellow Pages, both in the main book as well as the .
- Exceeded quota and received numerous awards.
- Obtain and maintain advertising accounts, mainly businesses to advertise in the newspaper in display advertising.

## EDUCATION

90 credits towards a Bachelor's Degree in Administration of Justice - (University of Wyoming - Laramie, WY)

## **SKILLS**

Management, Business Development.