Assistant Account Executive I

ROBERT SMITH

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Objective

Seeking to obtain an Assistant Account Executive position, utilizing a superb capacity to interact with diverse groups, strong communication (written/verbal), and excellent work ethics focusing on contributing to your organization.

Skills

Accountable, Detail Oriented Team Leader Results Driven,.

Work Experience

Assistant Account Executive I

ABC Corporation - March 2012 – March 2013

- Manage good client and agency relationships by efficiently communicating with clients and handling jobs to ensure they are completed in a timely manner.
- Conduct research and create presentations for potential new clients.
- Review and present concepts, layouts, and copy to clients for approval.
- Create estimates, process purchase orders, and handle clients billing tailored to each clients specific needs.
- Communicate the clients feedback to team members so that the clients needs are effectively met, and discuss the next steps for projects and campaigns.
- Developed new media strategies that straddled online, offline and wireless mediums Created and implemented marketing campaigns and website designs Managed staff interns Developed slides & presented to global partners.
- Assisted in day-to-day client needs for the Oscar Mayer - Lunchables account, one of Oscar Mayers seven brands worth over a billion dollars.

Assistant Account Executive

ABC Corporation - 2010 – 2012

- Crafted communications pieces, including reports, newsletters, brochures, news releases, flyers, etc.
- Coordinated the completion of potential client proposals Played a key role in developing several client advertising campaigns consisting of print, radio, and outdoor billboard media Organized news conferences and media events, including logistics Major Accomplishments Led the creation, development, and implementation of a unique marketing campaign for The Bank of Belen.
- Advertisements focused on the recent selling of another local bank (Ranchers Bank) and used the tagline, "They sold the ranch, so Im moving to The Bank of Belen." Advertisements were placed in print publications and on outdoor billboards.
- Successfully drafted and helped to pitch a re-branding and marketing proposal for Central New Mexico Community College (CNM).
- The proposal was a comprehensive marketing campaign that included media relations, community relations, and advertising.
- The company was selected for an in-person pitch based on the initial proposal.
- After the in-person interview, CNM awarded the contract to the company..

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Education

Bachelor of Arts in Communication and Information Sources - (The University of Alabama - Tuscaloosa, AL)

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