

# ROBERT SMITH

## Associate Media Director

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

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### SUMMARY

Looking into a field of Advertising, communications media professional with strong capabilities, achievements in advertising sales, integrated solutions program development, client relations and personnel / business management. Demonstrated ability to work within organizations, develop targeted proposals, sell-in, initiate execute programs, service accounts optimize all resources to achieve company goals.

### CORE COMPETENCIES

Marketing, Advertising, Account Management, Media Planning.

### PROFESSIONAL EXPERIENCE

#### Associate Media Director

**ABC Corporation - October 2000 – October 2002**

##### Key Deliverables:

- Managed all media buying and planning.
- Executed all media strategies and placement for local Television, Radio, Out-of-Home and Print.
- Developed strong client relationships within the account management division.
- Created and implemented multicultural media objectives and strategies for Broadcast, Print and Online media.
- Managed and negotiated all media placement and traffic, budgets, creative, direct marketing, planning and promotions.
- Responsible for media hiring and employee evaluations.
- Supervised media buyers/planners and creative team on all client approvals and expenditures Instituted innovative solutions and identify short and long term opportunities.

#### Associate Media Director

**Delta Corporation - 1995 – 2000**

##### Key Deliverables:

- Oversee exemplary execution of performance, quality and operations for audio, video, lighting and social media staff.
- Coordinate between all media related department heads.
- Establish a healthy working relationship between all departments and vendors.
- Collaborate with Creative Team in developing creative segments of the worship experience.
- Assist media director in trouble shooting technical issues.
- Oversees team of media supervisors and media planners specializing in social media advertising campaigns on Facebook, .
- Worked with teams agency-wide to ensure integration of work for clients.

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### EDUCATION

Marketing and Management - (NORTHWOOD UNIVERSITY)

