

# Robert Smith

## Associate Media Director

Phone (123) 456 78 99

Email: [info@qwikresume.com](mailto:info@qwikresume.com)

Website : [www.qwikresume.com](http://www.qwikresume.com)

LinkedIn: [linkedin.com/qwikresume](https://www.linkedin.com/qwikresume)

Address: 1737 Marshville Road, Alabama

## SUMMARY

Seeking a challenging position as a Associate Media Director, teaching and training adults with opportunities for advancement. In addition, possess strong interpersonal, organizational and decision making skills that will be an asset to organisation.

## SKILLS

Social Media Marketing, Spot Television, Network Radio, Spot Radio, Outdoor Advertising, Consumer Magazines, Trade Publications.

## WORK EXPERIENCE

### Associate Media Director

ABC Corporation - 1989 - 2010

- Oversaw media plan development and media budget.
- Managed media strategies, plan execution and quality control.
- Supervised media planning and buying functions to ensure the highest quality and effective media plans are offered to clients achieving their marketing and business goals.
- Streamlined and reviewed media planning process for clients.
- Evaluated a wide range of media vehicles to determine which would be most effectively to reach the target audience.
- Led agency communication with client brand marketing team and field marketing staff of 30+ for all media-related activity.
- Managed staff of 8 planners and buyers responsible for the development and execution of local market plans in 35 active DMAs/ 60 radio MSAs.

### Associate Media Director

Delta Corporation - 1993 - 2014

- Made semi-annual visits to 25+ DMAs to present media plans to distributors and client field marketing personnel.
- Managed media team responsibilities, deliverables and completed their annual evaluations.
- Led strategic planning for media team, developing and mentoring Supervisors, Planners, and Assistant Planners to optimize operations.
- Worked closely with Creative Services and Account Planning team, developing fully integrated solutions for HPs IPG business unit.
- Participate in RFPs o Present at New Business Pitches.
- Responsible for all Media Activities on a number of accounts o Learn all phases of the clients.
- Oversee adherence to brand budgets exceeding \$25MM for both national and local campaigns with a focus on TV and custom digital content development.

## EDUCATION

B.A. in Communications - (Pepperdine University - Malibu, CA)