

Marketing/Media Coordinator

ROBERT SMITH

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Objective

To secure a position as a public relations / marketing professional in order to utilize my administrative, marketing, and interpersonal skills with accuracy and efficiency while maintaining a motivated, productive, and goal oriented environment for the entire professional team.

Skills

Typing.

Work Experience

Marketing/Media Coordinator

Havas Edge - May 2015 – 2019

- Annual Buyer budget increased by \$12.5 Million year over year since beginning work at the company.
- Effectively communicated client directed objectives with 60+ stations on a weekly basis.
- Optimized spend of client approved budget, resulting in improved response from target consumers.
- Strengthened company relationships with stations nationwide by engaging in face to face meetings to discuss strategies and build advertising packages for the client.
- Assisted financial departments to ensure billing is accurate and to expedite payment of invoices.
- Presented proposals to Account Executives, discussing opportunities and plans to increase client sales.
- Independently managed client spend on a monthly basis, routinely surpassing client directed goals.

Media Coordinator

Universal Technical Institute - 2011 – 2015

- Worked directly with the media director and ad agencies to hit goals on lead generation for our campuses.
- Was the main liaison between our ad agency and our internal compliance and creative teams to produce new creative including special tv segments, display and search ads, facebook ads, etc.
- Managed the production of our creative working between departments and making sure ads were delivered on time.
- Also worked directly with lead vendors to make sure our content on their sites were up to date and compliant.
- Eventually grew to work more in a social content atmosphere managing/mitigating negative engagement on paid facebook ads as well as being the customer service voice of UTI responding to questions in comments, wall posts, and direct messages using the Sprinklr social platform.
- Won an award for helping facilitate a new source coding structure within the new Microsoft Dynamics CRM system that was being implemented, ultimately helping create more efficient lead tracking.
- Skills Used leadership, attention to detail, organization, ownership mentality, time management, oral and written communication, managing change, customer oriented, forward thinking, results oriented.

Education

Bachelor of Science in Business Marketing - 2011(San Diego State University)