

ETHAN MARTINEZ

Media Coordinator

PROFESSIONAL SUMMARY

Accomplished Media Coordinator with 7 years of extensive experience in developing and executing media strategies across various platforms. Proficient in managing multi-channel campaigns, analyzing engagement metrics, and fostering strong media partnerships. Committed to driving brand visibility and delivering innovative outreach initiatives that resonate with target audiences.



🔛 WORK EXPERIENCE

Media Coordinator

Feb / 2021-Ongoing

Blue Sky Innovations

Thicago, IL

- 1. Compiled detailed reports for executives to analyze media performance and inform strategic decisions.
- 2. Engaged directly with television and radio stations to facilitate media placements and partnerships.
- 3. Collaborated with account executives and buyers to negotiate favorable advertising terms and maximize ROI.
- 4. Managed the purchasing of broadcast time on various media outlets to achieve client objectives.
- 5. Worked alongside the media team to optimize ad placements based on client goals and target demographics.
- 6. Conducted thorough research on online media trends and client products to inform campaign strategies.
- 7. Resolved discrepancies in media logs and collaborated with stations for accurate reconciliation.

Media Coordinator

Feb / 2018-Feb / 2021

Lakeside Apparel Co

耳 Chicago, IL

- 1. Coordinated marketing efforts by establishing strong relationships with clients and identifying new business opportunities.
- 2. Developed comprehensive client quotations and provided budget advice for advertising campaigns.
- 3. Managed commitments and bookings with print, television, and radio media outlets.
- 4. Conducted quality assurance checks on advertising materials to ensure alignment with client specifications.
- 5. Executed ad placements based on client reservations and requirements, ensuring timely delivery.
- 6. Oversaw billing processes and followed up on client satisfaction and payment status.

EDUCATION

Bachelor of Arts in Communication

Feb / 2015-Feb / 2018

University of California

₽ Phoenix, AZ

Focused on media studies, public relations, and digital communication strategies.

- (123) 456 7899
- Los Angeles
- www.qwikresume.com



Research Skills

Adaptability

Technical Proficiency

Brand Messaging

Video Editing

8

INTERESTS

Scuba Diving

E-sports

Reading Fiction

Puzzle Solving

8

STRENGTHS



Teamwork

Tenacity

LANGUAGES





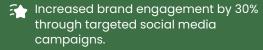


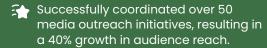
English

Arabic

Mandarin

ACHIEVEMENTS





Developed and executed a crossplatform advertising strategy that boosted client visibility by 25%.