



ETHAN MARTINEZ

Media Coordinator

✉ support@qwikresume.com
☎ (123) 456 7899
📍 Los Angeles
🌐 www.qwikresume.com

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

📍 Chicago, 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

📍 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.

SKILLS

Research Skills



Adaptability



Technical Proficiency



Brand Messaging



Video Editing



INTERESTS

- 🏊 Scuba Diving 🎮 E-sports
📖 Reading Fiction 🧩 Puzzle Solving

STRENGTHS

- 👔 Stewardship 👥 Teamwork
🔗 Tenacity 📊 Vision

LANGUAGES



ACHIEVEMENTS

- 🌟 Increased brand engagement by 30% through targeted social media campaigns.
- 🌟 Successfully coordinated over 50 media outreach initiatives, resulting in a 40% growth in audience reach.
- 🌟 Developed and executed a cross-platform advertising strategy that boosted client visibility by 25%.