
ACCOUNT PLANNER RESUME

Objective:

Seeking opportunity for career development in the field of account planner with reputable company.

Qualifications:

- Remarkable experience in direct sales, sales support and market research
 - Sound knowledge of advertising planning, brand strategy, consumer insights, and digital account planning
 - Ability to quickly and accurately synthesize information from numerous disparate sources
 - Ability to define problems, collect information, establish facts and draw valid conclusions
 - Ability to work in a fast-paced environment
 - Ability to develop new marketing collateral using industry, marketing, and third-party research
 - Sound expertise in Microsoft Excel and PowerPoint
 - Profound project management, interpersonal and organizational skills
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Professional Experience:

Account Planner, August 2005 – Present
Comcast, Peoria, IL

- Designed smart research-based proposals and presentations to enhance company reputation with clients.
- Employed comprehensive knowledge of company products to align them with the patron's marketing objectives.
- Handled key business issues that affected the client and industry.
- Developed new marketing ancillary using various modes of research.
- Modeled local and regional client appreciation events.

Account Planner, May 2000 – July 2005
Razorfish, Peoria, IL

- Handled consumer relevance with brand communication strategy.
 - Managed day to day relationship of consumer strategy and planning.
 - Contributed in agency's account planning practice and coached planners.
 - Executed the account planning process.
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Education:

Bachelor's Degree in Finance, Marian College, Indianapolis, IN

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