
Ad Agency Account Executive Resume

Job Objective

Experienced Ad Agency Account Executive seeks a new career path where I can put my experience to use for the benefit of the company.

Highlights of Qualifications:

- Huge experience with display advertising, search engine optimization, search engine
 - Good expertise in selling internet publishing solutions to small and large businesses and associations
 - Proficient in MS Office suite
 - Strong attention to detail, organization and time management skills
 - Ability to learn, understand and interpret client's business, brand and marketing goals
 - Ability to work on multiple projects with varying deadlines following processes and procedures
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Professional Experience:

Ad Agency Account Executive
Blue Sky Agency, North Greenbush, NY
August 2007 – Present

- Developed advertising strategies for clients.
- Planned and executed advertising campaigns as per client's brief.
- Managed campaign costs and budgets.
- Overseen the execution of the project on time.
- Created and managed marketing strategies for clients' products.
- Prepared project schedules, lead project status meetings and prepared status reports.

Ad Agency Account Executive
Digital Ad Agency, North Greenbush, NY
May 2004- July 2007

- Assessed and identified client's advertising requirements.
 - Estimated campaign budget and created presentations for client.
 - Formulated marketing strategies.
 - Negotiated with clients and agency.
 - Demonstrated presentations to the clients and got approval for the campaigns.
 - Documented client reports.
 - Monitored the effectiveness of campaigns.
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Education:

Bachelor's Degree in Business Administration
Glenville State College, Glenville, WV

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