
Advertising Account Director Resume

Job Objective

Seeking a position as Advertising Account Director in order to execute years' worth of experience in field to help your organization.

Summary of Qualifications:

- Huge experience in direct and digital marketing
 - In-depth knowledge of generating leads, cold calling, closing business and managing clients
 - Good understanding of direct agency, creative and print process
 - Familiarity with market research, trade shows and events, copy writing, web site design
 - Sound knowledge of demographic and psychographic targeting and brand positioning
 - Proficient in Microsoft Excel (Excel, Word, PowerPoint, Outlook)
 - Excellent problem solving and analytical skills
 - Strong interpersonal skills
 - Ability to consistently met client deadlines
 - Ability to adjust quickly to changes and deliver on tight deadlines
 - Ability to formulate effective, strategic client solutions
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Work Experience:

Advertising Account Director, August 2005 – Present
Mainstream Advertising, East Rochester, NY

- Supervised team of account department.
- Overseen execution of all marketing, advertising and promotional.
- Ensured work meets strategic and business needs while aligning with brand standards.
- Guided and prioritized marketing efforts internally for associated businesses.
- Acted as primary internal contact and advocated for associated business partners.
- Interviewed and evaluated candidates for agency positions.

Advertising Account Director, May 2000 – July 2005
MARS Advertising Inc, East Rochester, NY

- Reviewed financials of associated projects and ensure profitability, capturing all associated costs.
 - Determined and confirmed financial contributions from partners for brand marketing initiatives.
 - Developed and identified new marketing programs and materials to support businesses accordingly.
 - Overseen forecasting of client revenues.
 - Reviewed and interpreted periodic trend analysis of revenues done by the Finance Group.
 - Assisted the Business Director in monitoring the status of clients Accounts Receivable aging.
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Education:

Bachelor's Degree in Advertising, Olympic College, Bremerton, WA

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