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# ADVERTISING ACCOUNT EXECUTIVE RESUME

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## Summary:

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An efficient and aggressive sales and marketing person with extensive experience in advertising and sales; passionate in doing research and analysis; Driven and willing to work long hours; Highly creative, outgoing, a self-starter, goal-oriented and independent; active and well-versed in print, online and multimedia advertising.

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## Professional Experience:

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Advertisement Marketing Solutions Specialist for Gaming December 2007 – Present  
Mobile Gaming Interactive, New York, NY, USA

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## Responsibilities:

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Handled existing Battlestar Expedition MMORPG clients  
Managed, oversaw and conceptualized different advertisement and marketing campaigns  
Formulated creative strategies and merchandising campaigns specifically for the advertisers  
Forged partnerships and sponsorships from different consumer IT companies, apparel, game consoles, video card vendors  
Conducted exposure events which included mall tours, gaming tournaments per area, themed fashion shows featuring game characters  
Co-branded with different dynamic and aggressive brands like Coca Cola, Lego, Nickelodeon, Disney Channel to push market visibility  
Designed collaterals and merchandise to be sold to specific markets or freed up as collectibles for McD's Kiddie Meals  
Used social networking portals, direct mailers, radio advertisements and jingles as media

Advertising Account Manager May 2005 – October 2007  
Ace Saatchi & Saatchi Advertising Agency, Troy, Michigan

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## Education:

2000 – 2002 Masters in Business Administration, Major in Marketing  
Cornell University, NY  
1996 – 2000 Bachelor of Science in Advertising  
University of Virginia VA

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## Skills:

- Proficiency and expertise in MS Office: Word, Excel, PowerPoint,
- Can effectively source out new businesses
- Excellent communication, interpersonal and writing skills
- Knowledgeable in social networking, graphics and advertising
- Effective time management skills

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## Affiliations:

Institute of Practitioners in Advertising (IPA), Member

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