
Advertising Account Manager Resume

Job Objective

To secure a position with an expanding company as Advertising Account Manager where my education and experience can be utilized to the fullest.

Highlights of Qualifications:

- Admirable experience in analyzing data and developing customer insights and analyzing competitor services and products
 - Deep knowledge of interpreting advertising pricing structures
 - Sound knowledge of online advertising industry
 - Remarkable ability to handle multiple projects and complete work on time
 - Exceptional ability to analyze and fulfill customer requirement
 - Proficient with Microsoft Applications
 - Good understanding of various advertising pricing structures (CPA, CPM, Sponsorship)
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Professional Experience:

Advertising Account Manager
Hanley Wood, Oakland, CA
October 2008 – Present

- Coordinated with sales representatives and developed presentations and proposals.
- Designed campaign strategies and developed ideas for existing and prospective customers.
- Assisted ad operations and sales team and ensured implementation of campaigns.
- Analyzed effective implementation of campaign and recommended changes if required.
- Provided support to clients and managed all renewal of contracts.

Advertising Accounts Supervisor
Edelman, Oakland, CA
August 2003-September 2008

- Managed marketing team and prepared catalogs for various departments.
- Developed good relations with product marketing team and developed solutions for various printing and promotional issues.
- Oversaw working of promotional plans and objectives and provided support to sales time.
- Maintained and interpreted marketing projects and designed related creative strategies for same.
- Evaluated development processes and prepared project costs and budgets.
- Hired and trained account team and identified any need for improvement.

Advertising Account Executive
Lamar Advertising, Oakland, CA
May 1998- July 2003

- Maintained good relations with clients to ensure continuity in sales growth.
 - Administered sales by generating revenue through telemarketing and networking.
 - Prepared sales proposals and specified all resource requirements.
 - Monitored efficient relations with clients and resolved all issues.
 - Documented all paperwork such as sales orders and contracts.
 - Managed new business and assisted in developing prospective customers.
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Education:

Bachelor's Degree in Public Relations
Oklahoma City University, Oklahoma City, OK

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