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# ADVERTISING AGENCY COORDINATOR RESUME

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## Summary:

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A talented individual who has years of experience in sales, marketing and coordination; has handled numerous tasks to further develop skills in advertising, promotions, events, project management; has handled and worked with nationally-recognized talents and artists in the production of an effective ad campaign and media plan; .has gained knowledge and experience needed to grow in the industry and create a useful, strategic and mutually beneficial partnership; has exceptional writing, copywriting and proofreading skills which has helped her gain more exposure and experience in the field; extrovert and passionate

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## Professional Experience:

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Advertising Agency Manager February 2007- Present  
Capital Ads, Chicago Park, CA

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## Responsibilities:

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- Submitted estimates for program quotations as part of campaign development.
- Prepared advertising and promotional materials for events to increase sales promotions of new products and services.
- Assisted in developing layouts and advertising materials and audio-visual presentations.
- Supervised the coordination of sales and media departments regarding finance and research.
- Prepared and negotiated pricing for inclusion on advertising contracts.
- Developed prospects for promotional campaigns and advertising programs in order to identify target markets.
- Gathered and organized ideas and strategies for advertising campaigns.

Advertising Coordinator May 2004– January 2007  
Capital Ads, Owasso, OK

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## Responsibilities:

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- Organized the daily activities and responsibilities assigned to the marketing group.
- Coordinated the marketing activities and presentations to promote new products and services.
- Identified and developed marketing strategies based on marketing research, feasibility studies. Focused group discussions and other geographical factors.
- Organized and developed training programs for newly hired marketing and sales staff.
- Reviewed and submitted reports the performance evaluations of marketing and sales staff.
- Developed pricing strategies, marketing programs and enhanced customer service provisions to increase customer satisfaction.
- Initiated innovative market research studies and analyzed how they performed in the market.

Agency Sales Representative February 1999 – May 2004  
Raider Toys Inc., Salem, OR

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Advertising Coordinator May 2004– January 2007  
Capital Ads, Owasso, OK

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## Education:

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MBA in Marketing, University of Arizona, 1999  
Bachelor of Science Major in Marketing, University of Arizona, 1997

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## Skills/Certifications:

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- Ability to build confidence in handling customer inquiries

- Strong analytical and problem solving skills
- Exceptional skills to negotiate and persuade client's attention and patronage
- Excellent communication and written skills
- Proficient in computer skills
- Excellent skills in business development

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### **Associations/Organizations:**

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American Association of Advertising Agencies, Member  
Outdoor Advertising Association of America, Member

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