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## Advertising Agency Producer Resume

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### Job Objective

To obtain a responsible position as advertising agency producer where my past work experience will be beneficial.

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### Highlights of Qualifications:

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- Remarkable experience in marketing and advertising and handling large products
  - Sound knowledge of brand marketing, loyalty programs and online marketing techniques
  - In-depth knowledge of handling budgeting and communicating with the client on the requirements
  - Ability to create online campaigns and manage the process
  - Exceptional ability to produce a campaign and work under pressure to meet the demands of the client
  - Familiarity with phone, mail, e-mail, copy, fax, and typing
  - Proficient with PowerPoint, Word, Excel, and Lotus Notes
  - Excellent communication skills
  - Ability to create presentations and market it to the clients
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### Professional Experience:

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Advertising Agency Producer, August 2005 – Present  
AdAsia Communications, Lansing, MI

- Coordinated with the team members and created marketing campaigns that were complex in nature.
- Designed and initiated aggressive marketing campaigns for the global brands.
- Planned online campaigns in line with the expectations of the client.
- Prepared reports on the project and the effectiveness of the campaign.
- Provided feedback to the members and helped in achieving the account goals.
- Recorded the details of the project in each of its phases and planned the other projects by keeping this as a benchmark for resource allocation.

Advertising Agency Producer, May 2000 – July 2005  
The Mergis Group, Lansing, MI

- Developed new innovative marketing initiatives in the digital space for the clients.
  - Communicated with the client on a daily basis to explain initiatives and risks involved in the project.
  - Prepared all documents for project such as schedule, different phases, functions, test plans and other necessary requirements.
  - Coordinated with project team to complete the project according to schedule and allocated budget for the same.
  - Maintained staff assigned for project, coordinated with the human resources team and ensured that the teams work to its optimal level.
  - Ensured that all the client expectations were met and the necessary signatures were taken for the project such as approvals.
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### Education:

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Bachelor's Degree in Advertising, Alcorn State University, Alcorn State, MS

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