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## Advertising Specialist Resume

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### Job Objective

Searching for the right company in which my training as an Advertising Specialist can help the organization progress and increase the cliental.

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### Summary of Qualifications:

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- Remarkable experience in print advertising and digital media
  - Profound knowledge of promotional strategies, tactics and analysis
  - Expert in online advertising, project management, and web technologies
  - Familiarity with online advertising models – Ad Words, CPC, CPA, and CPM
  - Proficient in Flash, HTML, XML, Microsoft Excel, Word, PowerPoint
  - Excellent written and verbal communication skills
  - Superior organizational, communication and leadership skills
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### Work Experience:

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Advertising Specialist, May 2006 – Present  
Cox Enterprises, Inc., Olden, TX

- Tracked progress and identified opportunities for revenue and service.
- Determined business needs and utilized the products and services offered.
- Established service call plan for all customers.
- Ensured billed revenue is collected within designated time frame.
- Managed to reach broad cross section of the business.
- Determined the best product combinations based on customer needs analysis.

Advertising Specialist, March 2003 – April 2006  
Alpha Media, Olden, TX

- Executed marketing and advertising programs.
  - Maintained external communications, product catalogs, email campaigns, and educational materials.
  - Maintained relationships with clients, advertisers, third-party vendors, and internal departments.
  - Provided strategic analysis and insight on campaign delivery and management.
  - Troubleshoot issues arising while campaigns are in progress.
  - Ensured to stay focused on revenue potential prioritizing dealer service.
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### Education:

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Bachelor's Degree in Advertising, Cleveland Chiropractic College, Los Angeles, CA

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