
Advertising Specialist Resume

Job Objective

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

Summary of Qualifications:

- 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:

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:

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

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