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## Advertising Traffic Coordinator Resume

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### Job Objective

To obtain an Advertising Traffic Coordinator position in a highly reputed organization.

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### Work Experience:

Advertising Traffic Coordinator, August 2005 – Present  
Comcast Interactive Media, Ashland City, TN

- Implemented Internet advertising campaigns, and monitored campaigns.
- Ensured campaigns are timely delivered and optimized.
- Provided billing data for accounting department.
- Revised creative to campaigns as required by sales and external clients.
- Coordinated with vendors and checked all ad products.
- Coordinated the Sales and Ad Ops Team to handle inventory issues.

Advertising Traffic Coordinator, May 2000 – July 2005  
Zimmerman Advertising, Ashland City, TN

- Issued written directions to stations and networks for the use of commercial material
  - Ordered broadcast materials and followed up to see that material is delivered on time.
  - Maintained and updated database, url addresses and creative materials used in marketing campaigns.
  - Managed data feeds for advertising results, provided exception reports, ensured that copy ran as scheduled and resolved discrepancies.
  - Reconciled and tracked media invoices.
  - Monitored and Optimized delivery and performance of all active.
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### Summary of Qualifications:

- Strong accomplished experience in online advertising
  - In-depth knowledge of print, radio, cable, outdoor, and direct mail advertising
  - Strong knowledge of online advertising industry and rich media vendors
  - Familiarity with Google adwords, Double click , CPC and CPM
  - Proficient with Windows OS, OSX and Microsoft Office software including Excel and Power point
  - Excellent organizational and communication skills
  - Detail oriented and ability to multitask
  - Amazing ability to work alone as well as with team
  - Excellent time management and multitasking abilities
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### Education:

Bachelor's Degrees in Arts, Smith College, Massachusetts, MA

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