
Campaign Manager Resume

Job Objective

Enthusiastic Campaign Manager seeks a company where my personality and Campaign Managerial skills would enable me to have the security and longevity that I am looking for.

Highlights of Qualifications:

- Exceptional experience in designing various marketing and communication campaigns
 - Outstanding knowledge of various CQI associate tools and applications
 - Profound knowledge of all test designs with help of various statistical measurement techniques
 - Ability to manage multiple tasks and prioritize work according to requirement
 - Ability to manage communication with management
 - Ability to provide optimal level of customer services
 - Ability to work on various database management programs
 - Solid understanding of all retirement market and brokerage industry
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Professional Experience:

Campaign Manager
Airclic, Inc., Holland, OH
October 2008 – Present

- Developed and implemented all marketing campaigns for all Trust and Corporate Services.
- Prepared brief for all campaigns and tracked progress of projects.
- Coordinated with Program Manager to maintain awareness on campaigns.
- Managed all campaigns and ensured compliance to all deadlines.
- Obtained required approvals for various product launches.
- Administered events and participated in various conferences and tradeshow.
- Supervised all inventory management activities and placed orders as per requirement.

Campaign Analyst
E. W. Scripps Company, Holland, OH
August 2003 – September 2008

- Performed regular review of all campaigns and designed various test strategies.
- Developed campaign specification as per requirement and ensured all campaign reach required target audience.
- Prepared reports to identify and resolve all data issues and monitored campaign performance on regular basis.
- Managed communication of all current data in coordination with stakeholders.
- Recommended cost effective methods for all strategies.
- Evaluated all reports and monitored all issues for database infrastructure.
- Analyzed activities of direct marketing campaigns for various customer segments.

Campaign Specialist
Merkle Inc., Holland, OH
May 1998 – July 2003

- Performed troubleshoot on all campaigns on various platforms.
 - Monitored and analyzed inventory of all campaigns.
 - Performed troubleshoot on all ad serving complex issues.
 - Recommended improvements if required and managed all projects from conceptualization to implementation.
 - Managed all correspondence with internal and external teams.
 - Provided support to all sales activities and resolved all client issues within required timeframe.
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Education:

Bachelor's Degree in Multidisciplinary Studies
Edward Waters College, Jacksonville, FL
Master's Degree in Public Administration
Virginia Union University, Richmond, VA

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