
Senior Advertising Manager Resume

Job Objective

Seeking a motivating and challenging position as a Senior Advertising Manager in a reputation organization.

Highlights of Qualifications:

- Vast experience and in-depth print and online marketing and leading a team of professionals
 - Profound knowledge of strategic marketing, planning, and organizational and project tracking
 - In-depth knowledge of advertising planning, development and creative concepts
 - Proficient with Microsoft, Word, Excel, Outlook and PowerPoint
 - Ability to managing multiple projects and meet tight deadlines
 - Ability to hire, train, manage, mentor and motivate a team of employees.
 - Proven track record of defining and implementing operational policies and procedures
 - Effective negotiation and communication skills
 - Excellent communication and client service skills
 - Excellent analytic and creative capabilities
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Professional Experience:

Senior Advertising Manager
OGE Energy Corp, Home, NE
August 2005 – Present

Responsibilities:

- Lead development of advertising campaigns for assigned initiatives.
- Briefed and managed agency partners on execution of advertising programs.
- Lead execution of broadcast TV for assigned initiatives and oversaw development of print, radio, OOH and online creative work.
- Assured campaigns are produced on strategy on time and within budget.
- Resolved day-to-day issues and problems affecting quality and delivery of advertising programs.
- Established metrics, tracked results and communicated and applied learnings.

Senior Advertising Manager
Empire Education Group, Home, NE
May 2000 – July 2005

Responsibilities:

- Planned for and uses resources efficiently, always looked for ways to reduce costs.
 - Created accurate and realistic budgets, tracked and adjusted budget and contributed to budget planning.
 - Provided solutions and implemented new workflows to execute accurately and timely product.
 - Interacted with client and external vendors to identify and resolve production related issues.
 - Coordinated, assigned and provided leadership to and reviews the work of assigned staff.
 - Assigned task and monitored daily operation for a work group according to established guidelines, procedure and policies.
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Education:

Bachelor's Degree in Advertising
Randolph College, Lynchburg, VA

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