First Last

Media Buyer

Media buyer with over 9 years of experience in digital and traditional media. Excels at developing and executing media plans that achieve objectives while staying within budget. Key achievement managed the monthly advertising budgets of \$1M for 3 clients by identifying, evaluating, and recommending over 20 new media channels to improve the clients' media mix options.

WORK EXPERIENCE

Resume Worded, New York, NY Media Buyer

07/2019 - Present

- Managed the monthly advertising budgets of \$1M for 3 clients by identifying, evaluating, and recommending over 20 new media channels to improve the clients' media mix options.
- Succeeded in managing S2M by buying radio, TV, cable, and print media for 40 manufacturing companies across the country.
- Handled a range of advertising needs including the newspapers, radio, and digital markets for 15 clients by researching, purchasing, and executing campaigns worth over \$7.9M.
- Negotiated rates and purchased advertising spots for 200 current and prospective clients of RW; achieved 90% discounts off published rates, helping to consolidate business relationships with 5 major vendors in the country.

Growthsi, San Francisco, CA Digital Marketing Specialist

05/2017 - 10/2019

- Improved the formatting, readability, and optimization of Growthsi website pages with SEO-laden keywords, shaving 70% off the bounce rate in just 2 months.
- Overhauled Growthsi Twitter marketing strategy, helping to grow the company's followers from 3K to 85K in just 40 days and increasing engagement by 67%.
- Rejigged the company's email template by adding 7 attractive visuals, short paragraphs, ample white spacing, bullet points, and a Call to Action (CTA), jacking click rates from 15% to 59%.
- Removed over 40 email subject-line words that trigger spam filters, helping to improve open rates by 10% within 24 hours of implementation.

Resume Worded's Exciting Company, New York, NY Account Executive

08/2012 - 01/2015

- Managed a portfolio of national clients, driving \$900K over 3 months across 15 states.
- Completed 2 consecutive years as the top account executive out of 120 salespeople at RWEC.
- Nurtured 35 strong customer relationships with 10 local businesses within 7 months, accounting for over \$20K in revenue.
- Assisted in successfully controlling a 30-account territory with a special focus on 6 high-value enterprise accounts.

CONTACT

- Montpeller, VT (Open to Remote)
- · +1-234-456-789
- email@resumeworded.com
- linkedin com/in/usemame
- github.com/resumeworded

SKILLS

Technical Skills:

- Media Planning (Advanced)
- Google Ads (Experienced)
- Facebook Marketing
- Media Strategy
- Audience Targeting.

Techniques:

- Advertising Sales
- Social Media Marketing
- Programmatic Media Buying

Tools and Software:

- Adobe InDesign
- Salesforce
- Microsoft Project
- Atlassian JIRA
- Microsoft Excel
- Don't forget to use <u>Resume</u>
 Worded to scan your resume
 before you send it off (it's free and
 proven to get you more jobs)

EDUCATION

Resume Worded University:

Bachelor of Arts Marketing Bioston, MA - 05/2017

Awards: Resume Worded Teaching Fellow (only 5 awarded to class), Dear's List 2012 (Top 10%)

OTHER

- Google AdWords Certification
- Inbound Marketing Certification.
- Google Analytics Individual Qualification.

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