

# Advertising

Highly skilled Advertising professional with 4 years of experience in developing and executing successful campaigns across various channels. Proven track record in increasing website traffic by 25%, sales by 10%, and customer satisfaction ratings by 5%. Skilled in managing budgets, negotiating rates, and identifying emerging trends to drive market share and revenue growth.

## WORK EXPERIENCE

### Advertising Lead

03/2022 – Present

#### Adspire Solutions

- Developed and executed a targeted social media campaign, resulting in a 25% increase in website traffic and a 15% increase in social media engagement.
- Collaborated with a team of designers to create a visually stunning print ad campaign, which led to a 10% increase in sales for the client.
- Analyzed customer feedback and adjusted campaign strategies accordingly, resulting in a 5% increase in customer satisfaction ratings.

### Advertising Account Manager

03/2020 – 03/2022

#### Creative Vision Advertising

- Managed a \$1M advertising budget and negotiated rates with media outlets, resulting in a 20% increase in ad placements and a 10% decrease in advertising costs.
- Developed and maintained relationships with key clients, resulting in a 15% increase in repeat business and a 10% increase in overall revenue.
- Identified and capitalized on emerging advertising trends, resulting in a 5% increase in market share for the client.

### Advertising Coordinator

03/2019 – 03/2020

#### BrandWave Communications

- Created and executed a successful influencer marketing campaign, resulting in a 30% increase in brand awareness and a 20% increase in social media followers.
- Developed and implemented a targeted email marketing campaign, resulting in a 25% increase in email open rates and a 15% increase in click-through rates.
- Analyzed advertising campaign data and made data-driven decisions to optimize

# Weekly Ad Resume Template Tips

**Jin-Ying Zhang**



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