

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

Resume Template Weekly Ad Tips

Ying Liu



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Adweek's Marketing Week ,1990-05 Building Supply News ,1925 Vols for 1979 include annual buyers guide

Resumes for Sales & Marketing Careers VGM Career Horizons (Firm),1991 A practical up to date guide to preparing a successful resume for the sales and marketing professional Includes nearly 100 sample resumes dozens of sample cover letters and worksheets Shoe Retailer and Boots and Shoes Weekly ,1904 US Black Engineer & IT ,2012 **Editor & Publisher** ,1914

Suggestions for Primary and Intermediate Lessons on the Human Body Ella Boldry Hallock,1898

United States Tobacco Journal ,1910 **Printers' Ink; the ... Magazine of Advertising, Management and Sales** ,1897 *Sales and Marketing Resumes for \$100,000 Careers* Louise Kursmark,2000 You are an accomplished sales or marketing pro who has made a positive difference for your customers and your organization Your talents have been fundamental to the growth and success of your company But maybe you re anxious to test the waters for an advanced or more lucrative position Weekly Florists' Review Gilbert Leonard Grant,1926 **US Black Engineer & IT** ,2012

Artist's Market, 1986 Diana L. Martin-Hoffman,1985-10 **100 Fastest-Growing Careers** Michael Farr,2006 Provides descriptions of the fastest growing careers with details on working conditions earnings training projected growth and related jobs and advice on career planning and job search techniques PC World ,1993 **Artist's Market, 1994** Jenny Pfalzgraf,1993-09 Graphic and fine artists looking for new marketing opportunities will find 2 500 buyers of all types of art in this series Articles illuminate the skills and marketing tactics necessary to be a successful graphic or fine artist *Artist's Market '87* Conner Susan,1986-10 Freelance artists looking for new marketing opportunities will find listings of 2 500 buyers of all types of graphic art and in depth information on each listing Illustrated **Collier's Once a Week** ,1927 **Artist's Market** ,1992 **Adweek** ,1989 Vols for 1981 198 include four special directory issues

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