

## ACCOUNT MANAGER

### Highlights

- Excellent verbal and written communication skills
- Ability to successfully complete multiple tasks concurrently
- Superior organization skills
- Exemplary interpersonal skills
- Punctual and reliable
- Exceptional Computer Proficiency
- Microsoft Office (Word, Access, PowerPoint, Excel)
- Internet Research
- Social Media
- CisionPoint
- EVENTS: PROGRAMS:
- 2012 Academy Award Gifting Suite

### Experience

#### Account Manager

February 2013 to Current Company Name i¼ City , State

- Enter advertising insertion orders into online systems (Salesforce & Fattail) Create monthly advertiser reports - reporting advertisement metrics Schedule online advertisements and Newsletters throughout the year Manage forecast and budget reports Travel to Tradeshows and represent the brand Assist with monthly billing Work on advertising proposals and competitive reports Manage distribution and circulation of Print Pull online advertisement data from database (IMS) Create Presentations, Event invites & Product Decks.

#### Media Coordinator

June 2012 to January 2013 Company Name i¼ City , State

- Coordinate, review, and edit various portions of 50+ domestic and international medical trade digital publications, including e-newsletters, product showcases, supplier bulletins, trade-show advisories, etc.
- Manage ad materials for newsletters with advertisers, including requesting ad materials from advertisers and ensuring deadlines are met considering review, edit and deployment schedules Coordinate all advertisements including text, copy and digital medial for all e-newsletters to ready for production/publication Process and log ad materials into internal ad tracking and production computer program for newsletter assembly Review ad materials and test newsletters to ensure they are functional before deployment Assemble monthly ad close reports for each newsletter at the end of the month via excel to facilitate production of newsletter Provide diverse customer service and assistance as company liaison with advertisers Check and edit ad materials against ad specifications for accurate size, copy, image resolution and hyperlinks.

#### Supervising Production Coordinator

July 2011 to June 2012 Company Name i¼ City , State

- Responsible for creative development and execution of product placement in film & television Read and develop script breakdowns for client product placement opportunities Accountable for organization and documentation of client placement activity through update reports Lead in developing and presenting monthly product placement presentations Digitally create "Set Still" reports, client brochures, and event invitations Key liaison between clientele and studio; provide complete script to product analysis and placement Manage delivery and confirmation of effective product placements to the appropriate studios (including Warner Bros., Paramount, Universal, CBS-Radford, etc.) Assist in planning and execution of delivered product support for high-profile celebrity events; develop celebrity relationship to product creatively and logistically.

#### Production Intern

February 2011 to June 2011 Company Name i¼ City , State

- Perform diverse administrative and organizational tasks Organize the production and distribution of scripts Conduct online research Type up camera scripts and shot cards Support staff on projects for development and/or distribution.

#### Public Relations Intern

February 2010 to June 2010 Company Name i¼ City , State

- Responsible for social networking (Twitter) Distribute product pitches to press (newspapers, magazines, bloggers) Research environmentally friendly ("green") beauty companies Obtain, update and organize client contact information Compile and review expense reports for accuracy and completeness Compile and distribute client press clips Organize and distribute product samples and press releases to media outlets.

#### Marketing Intern

September 2009 to January 2010 Company Name i¼ City , State

- Diverse marketing assistance for fast growing internet radio station with 11 premium radio stations Responsible for social networking (Twitter, Facebook, and blogs) updates for all 11 stations Upload, mix, qualification tags, album art, etc.

- for online music library Record commercial spots and promos broadcasted during music breaks Help organize and create play list for various online radio stations Develop pitch ideas for potential sponsors.

#### Admissions Assistant

September 2008 to June 2010 Company Name i¼ City , State

- Assist students, faculty and university administration with various admission policies, procedures and activities.
- Accountable for organization and administration of student applications.
- Responsible for scanning and indexing documents into database.

#### Education

Bachelor of Arts : Public Relations and Journalism Seton Hall University i¼ City , State GPA: Cum Laude Public Relations and Journalism Cum Laude

#### Skills

administrative, Adobe Photoshop, Premiere, ad, advertisements, advertising, product analysis, art, assembly, billing, brochures, budget, Chinese, interpersonal skills, competitive, clientele, client, customer service, database, delivery, creative development, documentation, edit, Fame, fast, film, functional, image, IMS, indexing, marketing, materials, Access, Excel, Microsoft Office, PowerPoint, Word, networking, Newsletters, newsletter, newspapers, Internet Research, online research, Oracle, organizational, organization skills, camera, policies, presenting, Presentations, press, press releases, proposals, publications, publication, radio, Read, reporting, Research, scanning, scripts, script, television, Type, Video, written communication skills

#### Professional Affiliations

Order of Omega Greek Honor Society Member Alpha Phi Sorority Member March 2007- Present Marketing Club Member January 2009- Present Relay for Life Participant April 2007, 2008, 2009, 2010 SHU 500 Volunteer September 2006, 2007, 2008, 2009