

PAID MEDIA SPECIALIST

Summary

Enthusiastic employee with a record of high quality work, excellent interpersonal skills, and a strong work ethic. I am seeking a career with a company that values hard work, open communication, and offers opportunities for growth and personal improvement.

Accomplishments

- Angie's List Developing Professionals Network March 2014-Present.
- Promote career development and employee culture through educational and social events.

Experience

08/2016 to Current

Paid Media Specialist Company Name i¼ City , State

- Collaborate with agency partners and marketing leadership to execute Angie's List offline advertising strategy.
- Responsible for planning and implementing 2017 offline media plan of ~\$14M, which accounts for 57% of marketing's membership sales goals.
- Manage relationship with radio partners, TV media agency of record, and other offline media contacts.
- Work closely with online marketing team and digital agency partner to align media plans between online and offline tactics, focusing on advanced TV and OLV.

04/2015 to 07/2016

Coordinator Company Name i¼ City , State

- Supported the marketing leadership team, acting as a liaison across seven marketing channels and among several agency partnerships.
- Coordinated and executed formal RFP process for digital, creative, and media agency searches that resulted in media buys greater than \$50M.
- Organized quarterly marketing summits with marketing leadership and agency partner teams.
- Managed monthly marketing department wide meetings for 11 teams, consisting of ~65 employees.
- Point person for contract management process, and implemented any new software and processes for marketing department, including SharePoint and Procure-to-Pay system.
- Angie's List top 20% performer Q3 & Q4 2015.

06/2013 to 04/2015

Member Care Trainer Company Name i¼ City , State

- Constructed training plan to roll out new CRM software to Member Care department managers and approximately 300 Member Care team members.
- Designed and implemented a modular new hire training program for the Member Care department comprised of six cross functional teams.
- Successfully on boarded and prepared approximately 300 new employees for various positions including membership sales, customer care, and member retention.
- Angie's List top 10% performer (2014), top 20% performer (Q4 2013 & Q3 2014).

06/2012 to 06/2013

Member Services Representative Company Name i¼ City , State

- Provided exceptional customer service answering inbound phone calls from members.
- Documented member feedback on hiring experiences with service companies.

Education

May 2012

Bachelor of Science : Management Marketing Communications Purdue University i¼ City , State Management Marketing Communications

Work History

Company Name

Skills

advertising, agency, contract management, CRM, customer service, customer care, functional, hiring, leadership, marketing, media plans, media plan, meetings, SharePoint, online marketing, processes, radio, RFP, sales, strategy, phone, TV