

NAME

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SUMMARY OF QUALIFICATIONS

Client services and account management expert with 8+ years of experience building and strengthening client relationships and working with internal teams to find solutions for digital media needs. Critical thinker with excellent communication, management, reporting, and analytics skills.

PROFESSIONAL EXPERIENCE

Marketing Company XYZ, City, VA

03/2019 – Present

Senior Account Executive

- Inform strategy and oversee project management across multiple verticals (digital, print, social media, broadcast) for client
- Work closely with client to determine marketing and advertising strategy, providing guidance and recommendations based on data insights, and communicating determined approaches to our internal creative and development teams.
- Overhauled monthly reporting to better illustrate performance and speak to recommendations, insights, and guidance.

Ad Company XYZ, City, MD

03/2013 – 02/2019

Manager, Client Services West Coast, 11/2018 - 02/2019

- Managed XYZ's California-based client services team, providing key guidance, leadership, and advocacy for my team.
- Provided training on new products, strategies, and reporting approaches to ensure my team successfully grew client business.
- Managed and planned key west-coast based client campaigns, solidifying XYZ's mobile advertising market share.
- Led efforts to refine internal ad performance reporting, strengthening XYZ's ability to be highly responsive to clients.
- Worked closely with each direct report, ensuring I understood their work style and personality, so I could best help guide them to success in client services/account management.

Senior Account Manager, 02/2015 - 10/2018

- Retained key accounts, driving incremental revenue and strengthening client relationships.
- Worked across numerous verticals including QSR, CPG, Auto, Retail, Tech, Finance, and Healthcare.
- Produced extensive and approachable end of campaign reports that drove business renewals and strategic discussions.
- Assigned ownership of difficult accounts, helping to repair and grow client relationships.
- Collaborated with internal creative & development teams to develop solutions to optimize workflow and deliver on client goals.
- Managed 100+ campaigns per year, ranging in size from \$10K to \$1M+, including numerous Fortune 500 clients.

Account Manager, 03/2013 - 02/2015

- Led external communications with clients, ensuring their needs were met, reporting was frequently provided, and clients were kept happy and aware of campaign performance compared to industry and internal benchmarks.
- Managed an early, key CPG client relationship, helping increase client's business investment with XYZ from less than \$250K to well over \$5M per year.
- Worked closely with sales team to provide stellar reporting and insights to help clients optimize current and future efforts with XYZ.

Game Company, City, MD

08/2012 - 03/2013

SocialAgent

- Developed responses to the most anticipated customer questions ahead of the release of BIG VIDEO GAME, a massively popular online video game.
- Trained senior team members on social media best practices to ensure a strong social media presence for advertising and customer engagement.

Ad Company ABC, Washington, DC

07/2010 - 07/2012

Advertising Manager

- Developed ad copy, selected images, and conducted A/B testing on Facebook advertisements to drive page 'Likes' and site click-throughs and actions.
- Analyzed and acted upon ad engagement data trends.
- Managed multiple campaigns at a time, helping to drive massive company revenue growth over a 2-year period.

EDUCATION

B.A., Creative Writing, Minor in Political Science – **College Anonymous, Generic City, PA**