

1010 South Street, New York, NY 10003

(212) 204-5645 john.doe@gmail.com

Advertising Manager with over 10 years of experience of online marketing, online gaming industry and social media. Possesses a B.A. in Communications and exemplary self-starter.

PROFESSIONAL EXPERIENCE

DIDGERIDOO CASINO Boston, MA Advertising Manager September 1998 – Present

- Responsible for managing and tracking expenditures, generating reports, planning monthly media buys, reconciling invoices, and accruing outstanding invoices in the marketing budget, achieving 6% increase on revenue month-by-month
- Meet with external account executives regarding advertising opportunities. Monitor and adjust performance to local competition
- Coordination with all departments on all tournaments, promotions, parties, special events to produce coupons, brochures, posters, signage, invitations, and advertising
- Manage the external 3rd party advertising agency on all media buys, collateral material, creative and design work produces for the company

HAPPY SLAPPY LLC Boston, MA

Social Media Advertising Manager September 1998 – Present

- Acquisition of users through social media advertising
- Strategy, planning and execution of social media advertising campaigns, maintain ROI of 19% per annum
- Management, optimization, and buying through different social media tools
- Management of direct relationships with media partners who specialize in social media advertising
- Campaign analysis, an in depth understand of Happy Slappy's and acting upon changes in those metrics

EDUCATION :-COWELL UNIVERSITY Chicago, IL

Bachelor of Arts in Communications Candidate, June 1995

- Graduated Cum Laude

ADDITIONAL SKILLS

- 9+ years MS Word and Excel
- Knowledge of Search Engine Optimization (SEO)
- Experience of Affiliate Programs
- Building Pay-Per-Click (PPC) campaigns

CERTIFICATES

- Marketing Experiments, 2005