

JANE SMITH

MEDIA PLANNER

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Strategic communicator with a focus on digital advertising and marketing. Experienced in account management, research insights, and keeping projects moving. Seeking entry-level agency opportunities in media planning and buying.

SKILLS/CERTIFICATIONS

DoubleClick AdX for Buyers • DoubleClick Campaign Manager • Google Analytics • HootSuite
Proficient in Spectra OX and Prisma • Proficient in Adobe Creative Suite

EXPERIENCE

Account Executive, *Vacation Ohio*, Dayton, Ohio January 2017–May 2017

- Senior Capstone Project:
- Worked in tandem with New York and London Offices of Lucas-Ford Agency
- Led a four-person agency through a 90-day integrated marketing campaign
- Pitched the organization in a new business style format among two other UK based agencies
- Executed 90-day plan (plans book viewable at janesmithpr.wordpress.com)

President, *American Advertising Federation at WVU*, Morgantown, W.Va. August 2016–May 2017

- Planned and led group projects and campaigns for local businesses and organization
- Increased membership by 12% over the previous academic year
- Created and maintained social media accounts promoting the organization

Media Planning Intern, Digital Media Workshop, New York, NY June 2016–August 2016

- Organized and categorized creative assists based on digital KPI performance
- Managed digital traffic sheets, ensuring accurate and timely digital media activation
- Gained proficiency in media programs such as Spectra OX, DoubleClick, and Prisma

EDUCATION

Bachelor of Science in Journalism, Reed College of Media, Morgantown, WV August 2013–May 2017
Major in Strategic Communications – Advertising, Minor in Business Administration

Relevant Coursework: Strategic Audience Insight/Analysis, Content Marketing Strategy, Creative Strategy and Execution, Media Planning and Strategy, Media Tools and Applications, Writing for Mass Media

Relevant Projects: 2016 District 5 National Student Advertising Competition (Campaign Plans Book for Snapple)