**JANE SMITH**

**MEDIA PLANNER**

professional.email@gmail.com | (**304) 555-1138 |** [View Home Address Guidelines](https://careerservices.wvu.edu/files/d/327ce199-8c12-4611-8170-1135c5f03669/resume-checklist.pdf)

**linked.com/in/janesmithmedia • janesmithpr.wordpress.com**

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 XXXX–May XXXX

* 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 XXXX–May XXXX

* 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 XXXX–August XXXX

* 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 XXXX–May XXXX

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)