

Maxine Curry

Advertising Account Executive

AREAS OF EXPERTISE

Advertising campaigns

Advertising strategies

Account management

Campaign ideas

Social media

Proposal writing

PROFESSIONAL

French speaker

First Aider

PERSONAL SKILLS

Passionate

Forward thinking

Focused

Hard working

CONTACT

Maxine Curry
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Driving license: Yes
Nationality: British

PERSONAL SUMMARY

Maxine has the professional mannerism and excellent business sense needed to build long term client relationships and present sales proposals to prospective and repeat customers. She can act as the vital and important link between the customer and the publishing house. As a superb communicator, she has the ability to interpret a client precise needs and then determine what products can be tailored to fit their exact requirements. Right now, she is looking for a suitable and exciting role with a rapidly expanding business.

WORK EXPERIENCE

Company name – Location

ADVERTISING ACCOUNT EXECUTIVE Jun 2013 – Present

Responsible for assisting senior managers with B2B campaigns and supporting the Account Director with the management of clients.

Duties:

- Negotiating with clients about the costs, goals and details of a campaign.
- Selling print and online advertising schedules to clients in different markets.
- Giving sales pitches to win new business over the phone, in person and by email.
- Checking up regularly and reporting on a campaign's progress to Senior Managers.
- Liaising with clients & acting as key point of contact in support of their consultants.
- Simultaneously managing various tasks for multiple campaigns within accounts.
- Keeping in contact with the client at all stages of their marketing campaign.
- Writing up “journalist quality” press releases and then distributing them accordingly.
- Attending client meetings, contributing to discussions and taking relevant notes.
- Acting as a trainer to junior account executives and interns and also overseeing and monitoring their workload.

Company name - Location JOB TITLE Dates (i.e. Aug 2011 – Jun 2013)

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KEY SKILLS AND COMPETENCIES

- Ability to connect and interact with a wide variety of people from all backgrounds.
- Communicating clearly with everyone involved in an advertising campaign.
- Ensuring that advertising projects are completed on time and on budget.
- Superb negotiating skills and able to get the deal out of a contract.
- Staying in touch with past clients and keeping them informed of special offers.
- Dealing with queries promptly, professionally and in a way that creates trust.
- Setting a strong example to junior members of the team by being professional.

ACADEMIC QUALIFICATIONS

Nuneaton University 2008 - 2011
BSc (Hons) Sales Management

Coventry Central College 2005 - 2008
A levels:
Maths (A) English (B) Technology (B) Science (C)

REFERENCES – Available on request.



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