

## Objective

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To obtain a position in the field of Advertising or Marketing.

## Experience

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### Global Team Blue Philadelphia, PA

5/15-Present

#### Account Executive

- Manages the Philadelphia Ford Dealer advertising business with an annual budget of \$28 million
- Collaborates with media and creative teams on strategy and development of integrated marketing plans across traditional and non-traditional media
- Creates insightful creative briefs to give job/client direction to creative team for fully integrated, multi-media campaigns (TV, radio, digital, social, direct mail, print, and mobile) while managing timelines and budget
- Prepares and presents meeting documents & recommendations for monthly presentations to the Board of Directors

### Saatchi & Saatchi New York, NY

9/12- 5/15

#### Internal Operations Account Executive

- Primary liaison between Creative Team, Account team, Legal, and Client for the Toyota Dealer Association account
- Prepared and finalized all TV, radio, print, and digital creative production for the client in two major regions
- Set viable timelines; provided insightful feedback, and managed expectations and budgetary constraints for efficient and quick turn around time on projects to produce a more favorable cost to outcome ratio for the client
- Handled and managed an abundant volume of ad production which resulted in the successful launch of a campaign that garnered over 185 million impressions in digital display only
- Obtained and analyzed client, legal and product feedback on all projects and ads in multiple forms of media

### FirstPRO Philadelphia, PA

1/11-9/12

#### Consumer Engagement Team Leader/Manager

- Promoted the Toyota brand name through sporting venues in the Philadelphia area
- Provided product and dealership information to build brand awareness and increase sales
- Generated consumer leads through interactions on site and successfully connected them with Toyota

### Saatchi & Saatchi Philadelphia, PA

5/11 - 9/11

#### Intern -Tri-State Toyota Dealership Associations

- Prepared and oversaw advertising and promotional opportunities for the Tri-State Toyota Dealers
- Developed and implemented sports sponsorship marketing initiatives

### Global Spectrum Sun National Bank Center, Trenton, NJ 7/10 - 12/10

#### Intern - Marketing and Corporate Sales departments

- Assisted the Director in the selling of executive suites, advertising and sponsorships
- Developed and supervised grassroots and Social Media campaigns for event promotions
- Aided in creating marketing research materials to execute select marketing and sales plans

## Education

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### Rider University, Lawrenceville, NJ

May 2012

Bachelor of Science in Business Administration

#### Double Major: Marketing and Advertising

Graduated Cum Laude GPA: 3.4 Dean's List (all four years), Rider Provost Scholar

Leadership Development Program Certificate and Mentor, Marketing and Advertising Student Association President

## Skills

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Account Management, Creative Production, Design, Sales, and Project Management

Proficient in Photoshop, InDesign, Adobe Illustrator, and Microsoft Office