



phone 816.547.7758
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Professional Summary

Account Services and Client Engagement professional with 4+ years of success managing local and national clients in B2B and B2C relationships. Channel experience includes: digital, broadcast, radio, print, outdoor, direct mail, POP, SEM, and SEO.

Education

Missouri State University, May 2011
College of Business - AACSB accredited
Bachelor of Science in Marketing with an emphasis in Advertising and Promotions
Minor in Design

Professional Experience

Account Manager January 2015 - Present

Salva O'Renicks; Kansas City, MO

- Demonstrate confidence and authority as the day-to-day voice of the agency team and main client contact
- Accurately anticipate client needs, interpret requests, and initiate projects
- Plan and organize agency work, handling multiple projects efficiently and effectively, while balancing the dual expectations of clients and the agency
- Establish clear objectives and priorities for client initiatives and communicate them accurately with the agency and clients
- Work Help develop, articulate, and adhere to, agreed upon strategies to meet client goals and exceed KPIs
- Skillfully present the agency's recommendations and creative products to client and agency decision-makers

Account Executive

October 2012 - Present

Salva O'Renicks; Kansas City, MO

- Serve as client's first point of contact in managing and executing projects
- Assist Account Director in coordinating and producing special projects for clients
- Maintain weekly status reports and lead status meetings with clients and the agency
- Participate in the preparation of materials for promotional planning and new business presentations as needed
- Work in conjunction with creative and traffic to develop job estimates and timelines
- Client experience: Applebee's, Ameriprise Financial, Central Bancompany, Missouri Employers Mutual, Lockton Companies, Protective Life Insurance, DST, GEHA, Charlie Hustle

Account Coordinator

July 2011 - May 2012

The Marlin Company; Springfield, MO

- Assisted with various research projects
- Routed projects internally
- Populated and distributed insertion orders
- Updated schedules and media calendars
- Client experience: Starbucks, Bush Brothers Beans, Blue Bunny, Unilever, Splenda, and Sweet Street Desserts

continued

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Internship Experience

Taco Bell Campus Marketing Representative
Williams/Crawford Marketing; Fort Smith, AR

August 2010 - May 2011

- Acted as liaison to 15,000+ students
- Coordinated sponsorships for organizations and campus-wide events
- Set in motion numerous promotional deals, games, contests, and campaigns
- Developed, maintained, and utilized Facebook, Twitter, and Foursquare pages for promotional efforts

Marketing Intern

May 2010 - August 2010

Breakthrough Marketing+Design+Technology; Kansas City, MO

- Coordinated models, prepared inventory, and assisted in multiple photo shoots
- Assisted with search engine optimization and SEMs campaigns
- Designed and populated template websites
- Proofread and edited two 80+ page catalogues

VP of Publicity

July 2009 - May 2010

Student Activities Council of Missouri State; Springfield, MO

- Oversaw a 6 person executive board in charge of student programming and a \$262,000 budget
- Utilized an \$11,000 budget for planning events and SAC publicity
- Created innovative advertising schemes and promotions utilizing grass roots and guerilla marketing techniques
- Directed a 15 person committee to create, implement, and distribute publicity

Core Competencies:

- Account management
- Project management
- Oral and written communication
- Relationship management
- Organization
- Social media
- Content marketing
- Process improvement
- Attention to detail
- Problem solving
- Herding cats

Technical Proficiencies:

- Microsoft Office Suite
- Adobe Creative Suite
- Google Business Applications
- Social Media Management and Measurement Tools
- Project Management Tools