

Contact

www.linkedin.com/in/carly-tubridy
(LinkedIn)

Top Skills

Client Presentation

Microsoft PowerPoint

Microsoft Excel

Languages

Spanish (Limited Working)

Certifications

Certified Digital Marketing Associate

PCM® Digital Marketing and
Certified Digital Marketing
Professional

Team Leadership Certificate

Honors-Awards

Blue Wildcat Scholarship

Mark Twain Scholarship

Rotary Club Scholarship

Direct Admittance into the
Journalism School

Dean's List

Carly Tubridy

Account Supervisor at The Food Group
South Elgin, Illinois, United States

Summary

Account Supervisor with a demonstrated history of building strong client relationships, providing strategic problem solving, and growing scope. I am passionate about understanding not only what the client (or brand) wants, but what they need to succeed. Success is only reached through partnership built on trust and open communication.

Experience

The Food Group
Account Supervisor
February 2023 - Present (2 years 1 month)

GROUP EAST
Senior Account Manager
July 2022 - February 2023 (8 months)

Paradowski Creative
2 years 5 months

Senior Account Manager
March 2022 - July 2022 (5 months)

Focusing on corporate communications, I have worked to establish and maintain Bayer as a thought leader and trusted partner in agriculture within the ag stakeholder audience. Through my strategic work, I have established strong relationships with clients positioning the agency as an integral partner and opening opportunities to grow scope.

- Developed channel and content strategy for reputation management.
- Led Crop Science Corporate website content - through innovative and interactive web pieces, our team has brought forth Bayer's commitments to innovation and sustainability.
- Acted as the account team web expert and liaison internally and externally through an in-depth knowledge of the CMS, SEO strategy, and content strategy. Used JIRA, Drupal and Google Analytics.

Account Manager

March 2020 - March 2022 (2 years 1 month)

Brighton Agency

Account Executive

August 2018 - December 2019 (1 year 5 months)

Greater St. Louis Area

At Brighton I supported B2B communications for Bayer Crop Science with a focus on US farmers. In under five months, I was trusted to lead the launch of the brand new Bayer PLUS Rewards program.

- Developed a strategic communications plan to successfully launch a new rewards program and manage the delivery of integrated, multi-channel campaign. To date, the program has increased product sales by 25% YOY.
- Established strong client relationship through understanding their business needs, resulting in growing the business by 1100%.
- Managed the creative team in the development and implementation of a new brand, including full brand guidelines and launch tactics: print, TV, radio, direct mail, tradeshow materials, sales team resources and promotional videos.
- Consistently provided proactive, strategic solutions, positioning myself and the agency as an important partner.

The Food Group

2 years 1 month

Account Executive

July 2017 - August 2018 (1 year 2 months)

Chicago, Illinois

In two years with The Food Group, I developed strong client management skills and proved my ability to manage a multitude of integrated marketing campaigns and clients at once maintaining a high level of success and professionalism. Clients included MARS WRIGLEY, Kraft Heinz, Saputo, and Nestlé.

- Supported senior account members with B2B campaigns and maintaining the highest level of client service
- Established and maintain strong client and internal relationships to ensure quality strategic results
- Managed the coordination, production, and execution for a variety of marketing materials including print and digital ad units, brochures, how-to guides, promotional materials, content marketing, and event marketing
- Managed over a half a million-dollar media investment, including 5 campaigns with over 200 individual insertions from creation of ad unit through to ROI quarterly reports with minimal supervision

- Compiled and analyze market data and trends to present to sales team in concise, comprehensive package
- Assisted in establishing a number of agency documents to improve inter-team communication and work flow
- Participated in WPP-wide initiative on gender equality in support of the United Nations Sustainable Development Goals

Account Coordinator

August 2016 - July 2017 (1 year)

Chicago

Education

University of Missouri-Columbia

Bachelor's degree, Journalism with an emphasis in Strategic Communications

· (August 2012 - May 2016)