

Professional Experience

Marketing & Advertising Specialist

Campbell Marketing Firm, New York, NY | September 2017 - Present

- Serve as the advertising specialist for client accounts valued at \$300K-\$2,5M. coordinate with production studios to create engaging television commercials, and develop innovative brand messaging based on target audiences and demographics
- Create strategic partnerships with media outlets to secure ideal ad placement, including airing commercials on both digital platforms, streaming services, and live television
- Secure a paid advertisement placement for a client product launch on Hulu, resulting in a 200% increase in product sales within one month of airing

Advertising Specialist

Enhanced Advertising Productions, New York, NY | May 2013 - September 2017

- Coordinated with dynamic marketing teams and client stakeholders to develop engaging brand messaging based on consumer demographics
- Identified and delivered ideal advertising solutions for new product launches, including television commercials, radio advertisements, and digital ads

Education

Bachelor of Science (B.S.) Marketing

Columbia University, New York, NY September 2009 - May 2013

Hideo
Araki

123 Bedford Avenue,
New York, NY 12345
hideoaraki@example.com
(123) 456-7890

An Advertising Professional with eight years of marketing experience specializing in brand development, paid advertising, and social media marketing. A proven track record of developing innovative marketing strategies to enhance brand messaging and grow awareness .

Key Skills

- Advertising
- Marketing Strategy
- Strategic Partnerships
- Brand Marketing
- Trend Analysis