

# Allison Rosenberg

123 Carpenter Street, Philadelphia, PA 12345  
allisonrosenberg@example.com  
(123) 456-7890

## PROFILE

An Advertising Professional with five 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.

## PROFESSIONAL EXPERIENCE

### Marketing & Advertising Specialist

Jensen Marketing Consultants, Philadelphia, PA | May 2019-Present

- Deliver advertising and marketing solutions to support client businesses during new product introductions and launches, analyze industry trends and customer metrics, and grow product sales by 150%-300% for client accounts
- Lead the implementation of new advertising capabilities and develop brand marketing solutions in alignment with target audiences and market trends
- Execute a large advertising campaign for a \$1M client account, including social media, television, print advertisements, and digital marketing efforts

### Marketing & Advertising Specialist

Advertising Solutions Firm, Philadelphia, PA | May 2017 - May 2019

- Developed and implemented marketing strategies to improve awareness of client brands, accelerate sales growth, and establish unique brand identities to disrupt stagnant markets
- Collaborated with client stakeholders and marketing teams to evaluate consumer metrics and industry trends to align marketing campaigns with target audiences

## EDUCATION

### Bachelor of Science (B.S.) Marketing

Temple University, Philadelphia, PA  
September 2013 - May 2017

## KEY SKILLS

- Advertising
- \* Digital Marketing
- Client Relations
- Brand Messaging
- Marketing Strategy