AMY SMITH

Marketing Manager

New York, NY

I'm a marketing manager at ACME co and love products!

ACME CORP

Marketing Manager | Jan, 2014 – Current

Responsible for all marketing and communications for 3 webistes and over 75k unique monthly visitors. Prioritized work with over 43 new and upcoming musical acts. Covered over 15 genres of music for multiple audience types.

- Responsible for concept to completion of new web and mobile web property geared toward local audiences in Virginia Beach, Virginia. Prioritized and executed promotions launches and link exchanges to generate 20% increase in nationwide traffic month over month.
- Team lead for cross-team campaign launch - generated coverage in 15 nationwide music publications with 60% of exposure going to target local area.
- Increased average monthly ticket sales by 45% for low booking artists by leading collaborative physical marketing and web platform effort

DUNDER MIFFLIN

Marketing Intern | Jan, 2013 – Jan, 2014

Marketing intern for outdoor billboard promotions company. Oversaw 75% of nationwide billboard inventory of over 4,200 displays along 6 states that generate 8 million per month.

- Proposed and attained summer campaign budget that resulted in 15% less expenditure
- Communicated between 4 different teams including sales and legal to orchestrate unified marketing initiatives
- Responsible for researching and helping select 10 key locations for billboards resulting in 20% expected cost reduction and 9% monthly impression gain.

SCHOOL OF ROCK

Bachelor of business administration - Marketing and Philosophy | Jan, 2009 – Jan, 2013

Top 18% of class of 4,000 with 3.2 GPA. Participated in 3 sports with leadership roles in 2 and reached national finals competition in lacrosse.

Microsoft Office Suite (including word), Salesforce CMS, and Adobe Photoshop CC

CONTACT INFORMATION

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