




Ryan Adams

Account Manager

 ryanadams14@gmail.com

 214-770-0429

 Fort Worth, TX, 76104

EDUCATION

BAYLOR UNIVERSITY

Waco, TX

B.B.A Marketing (May 2017)

ADDITIONAL SKILLS

Project Management

HTML

Javascript

Conflict Resolution

Programmatic Advertising

Big Data Analytics

Data Visualization

Technical Analysis

Strategic Optimization

Client Communication

CAREER OBJECTIVE

Seeking a management position within a reputable corporation that provides upward opportunity. Desiring a challenging career that compliments my work experience. Offering discipline, hard work, charisma, integrity, and self-motivation.

EXPERIENCE

SENIOR ACCOUNT MANAGER

Simpli.fi, Fort Worth, TX / Jan 2020 - Present

- Managed a portfolio of high-spending direct advertisers and agencies spending over \$300k per month. Helped successfully grow an account by over 3000% within 11 months.
- Delegated a variety of tasks to multiple different account coordinators across a number of different agencies asynchronously.
- Helped improve process efficiency for the client success team by both writing applications and improving documentation.
- Worked cross-department with members of our development team on technical projects and tasks. Led team trainings and helped manage a variety of different team initiatives.
- Provided front-end support on HTML5/Third-Party ads and performed script tag debugging through Chrome Developer Tools.

ACCOUNT MANAGER

Simpli.fi, Fort Worth, TX / May 2018 - Jan 2020

- Owned a variety of different agency accounts, helping strategize and optimize client campaigns while also providing reporting and campaign insights.
- Educated clients on technical aspects of digital marketing, ranging anywhere from cross-platform integrations to HTML.

SENIOR ACCOUNT COORDINATOR

Simpli.fi, Fort Worth, TX / Jan 2018 - May 2018

- Provided support on a variety of different accounts, helping with tasks such as reporting, campaign builds, and client communication.
- Managed a variety of different small to medium-sized direct and agency accounts, providing direct reporting, optimization, and strategy support.

ACCOUNT COORDINATOR

Simpli.fi, Fort Worth, TX / Jul 2017 - Jan 2018

- Provided support on a variety of different accounts, helping with tasks such as reporting, campaign builds, and client communication.