

# Kim Miles

## **Traffic Coordinator**

Linden, NJ

## Work Experience

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### **Traffic Coordinator**

NBC UNIVERSAL - New York, NY

2001 to 2019

Collaborated with sales department and national agencies to identify available advertising slots and identify data and information concerns. Balanced workloads and assigned specific tasks to team members. Contributed to concept development, strategic planning and business operations.

- Achieved overall performance expectations for the department by developing and implementing standard processes and by utilizing time management skills.
- Performed routine data entry activities, managing customer accounts in accurate and timely manner.
- Partnered with agencies, brand teams, media buyers, and spot distribution facilities, securing commercial spots and confirming correct run.
- Coordinated marketing and media initiatives, increasing interest in UpFront Presentation for new season.
- Assisted in additional lines of business, including product development and project management, entering and tracking campaign details and client commercial schedule in trafficking systems.
- Streamlined clearances by submitting ads to media outlets and working with production team in resolving issues.
- Served as primary point of contact for incoming media calls, processing requests for meetings and interviews with company executives and experts.
- Managed project deadlines and monitored milestones through completion stage, ensuring on-time delivery.
- Directed and coordinated marketing activities and policies, promoting products and services.

## Education

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### **Bachelor of Applied Science in (BAS), Human Resources Management**

Upsala College - East Orange, NJ

## Skills

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MS Office (Less than 1 year), PowerPoint (Less than 1 year), Word (Less than 1 year), Marketing, Administrative Assistant, Outlook