Evelyn Martinson

Work with clients in the development of digital and traditional brand strategies. Perform deep dives into the competitive marketplace and client companies to identify opportunities, and manage delivery of integrated campaigns.

**Experience  
  
Trident Systems, Account Manager, 1/2015 – Present**

* Closed $4M in sales in 2016, representing 33% of the agency’s total business.
* Launched Client A’s first social media campaign, adding $75K in sales within one month and generating “buzz” for new products.
* Maximized ROI of campaigns through continual analysis of performance, response-rates and results.
* Led team in winning ACE Creative Award’s gold medal for Digital Campaign of the Year in 2016.

**Morton Associates, Account Executive, 6/2009 to 12/2014**

* Conceptualized, sold and delivered integrated programs across print, digital, mobile and video platforms
* Contributed to 17% growth in 2014 by developing strong relationships with clients and upselling additional programs, products and services

**GHI Inc, Communications Assistant, 1/2009 to 6/2009**

* Assisted senior team members with client communications, from scheduling meetings to responding to client requests and communicating project status updates   
   **Skills**

Multi-Channel Advertising **|** Contract Negotiations | Revenue Goal Attainment |Account & Territory

**Education**

University of Michigan, Masters of Marketing

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