

LAURA MILLER

Account Executive

1515 Pacific Ave, Los Angeles, CA 90291, United States

email@email.com

Place of birth *San Antonio* Nationality *American*
Driving license *Full*

LINKS

[MySpace](#), [Instagram](#), [YouTube](#)

PROFILE

Experienced and enthusiastic Account Executive with more than six years' experience in a fast-paced commercial advertising market. A proven history of securing new business and fostering relationships with prospects quickly to transition leads into sales in very short time frames. Excellent at assessing client needs and requirements to customize marketing campaigns perfectly aligned to company culture and vision. Currently completing a Master's Programme in Marketing Management and holds a RISE Up Sales certification.

EXPERIENCE

❖ **Advertising Account Executive, Blue Bird Marketing** Jan 2017 – May 2019
Cambridge

Created customized promotions for existing client groups, which accrued more than 1 million turnovers within 18 months

- Evaluate the sales, public relations, marketing and advertising needs of each client and create customized pitches and proposals
- Secure new accounts on a monthly base resulting in growing advertising revenue for the company
- Maintain key accounts and increase client retention rates with networking, entertainment and VIP events exclusively held for long term clients of the company
- Conduct brainstorming sessions with clients to create marketing briefs and drive brand management strategies appropriately
- Work with editors to ensure the content aligns to client's project brief
- Account executives manage and evaluate the public relations, sales, marketing, and advertising needs of a business's personal and corporate accounts

❖ **Commercial Account Executive, Bricks & Mortar Commercial Management** Jun 2014 – Dec 2016
Los Angeles

Reactivated a 100+ property management clients delivering renewable revenue exceeding 200k per month.

- Conduct extensive research exercises to get familiar with the client's products, company vision, marketing, and advertising needs
- Cultivate relationships with client leads via networking activities
- Reach out and engage with potential clients continuously
- Cross-sell alternative service offerings to existing clients
- Present, pitch and propose workable agreements to new clients
- Market the company's products to potential new clients

❖ **Junior Account Executive, Idea Online Coaching** Jan 2013 – Aug 2013

Participated in the overhaul of a new CRM system increasing efficiency and productivity by 17%.

- Design and create content on various social media platforms such as LinkedIn, Facebook, Twitter, Instagram and Pinterest on behalf of client companies
- Identify client goals regarding target markets and response outcomes for social media campaigns

- Assist marketing department in crafting marketing content in the form of blogs, posts, editorial briefs, and special advertisements
- Stay abreast of online advertising trends and the relevant tools to measure the success of each campaign
- Expand client pool with continuous networking and reach out activities
- Liaise with brand managers, product owners, and public relations departments of clients to ensure a smooth rollout of each campaign
- Acts as liaison between the advertising agency and the client company

EDUCATION

❖ **Harvard University** May 2018 – May 2019
Master's Degree in Marketing Management Cambridge

❖ **University of Georgetown** Jun 2016 – Jan 2018
Bachelor's Degree in Business Administration Washington

GPA: 3.9

Majors: Sales Management Principles, Strategic Marketing Management

Minors: Communications, Social Media Management, Economics

Accolades: Achieved Summa Cum Laude

SKILLS

Agile Project Management	Creative Pitching
Proposal Writing	Market Research
Strategic Marketing	Business Analytics
Service Level Agreements	Quotations
Product Ownership	Roadshows
Revenue Planning	SalesFusion
PandaDoc	Proposify
InsightSquared	Zoho

COURSES

❖ **Certified Inside Sales Professional (CISP)** Jan 2019 – May 2019
American Association of Inside Sales Professionals (AA-ISP), Dallas, TX

❖ **Certified Key Accounts Manager (CKAM)** May 2014 – May 2014
Udemy, Online