



Laura Miller

Account Executive

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.

Employment History

Advertising Account Executive at Blue Bird Marketing, Cambridge

January 2017 – May 2019

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 at Bricks & Mortar Commercial Management, Los Angeles

June 2014 – December 2016

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 at Idea Online Coaching

January 2013 – August 2013

Details

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](#)

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

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

Master's Degree in Marketing Management, Harvard University, Cambridge

May 2018 – May 2019

Bachelor's Degree in Business Administration, University of Georgetown, Washington

June 2016 – January 2018

GPA: 3.9

Majors: Sales Management Principles, Strategic Marketing Management

Minors: Communications, Social Media Management, Economics

Accolades: Achieved Summa Cum Laude

Courses

Certified Inside Sales Professional (CISP), American Association of Inside Sales Professionals (AA-ISP), Dallas, TX

January 2019 – May 2019

Certified Key Accounts Manager (CKAM), Udemy, Online

May 2014 – May 2014