**Arleen Jim Shea**

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**Career Summary:**

Experienced marketing and advertising manager with immense talent in promoting and creating brand awareness for clients. Passionate about building productive and long-term relations with team members, partners, and clients. Knowledgeable about digital marketing, social media and website management. Excellent multitasking abilities and good communication skills.

**Summary of Skills:**

* Exceptional knowledge of advertising and production
* Ability to have remarkable coordination between various teams and deliver excellent results
* Proficient in creating novel advertising and marketing techniques
* Excellent team player with problem-solving skills
* Skilled in foreseeing market trends and changing advertising strategies accordingly
* Ability to identify problems and resolve them as per priority

**Computer Skills:**

* Graphic Tools: Adobe Illustrator, Macromedia Flash
* Operating Systems: Windows XP, Windows 2000, Windows 2007, Linux, Unix
* Office Package: MS Office, MS Outlook Express

**Work Experience:**

Advertising Manager

Geico Promotions, Buffalo, New York

August 2015 – Present

* Collaborating with team leaders and employees in monthly meetings and deciding on overall presentation of advertisements
* Developing and implementing training program for new recruits
* Managing relationships with media agencies and giving best advertising platforms to clients
* Increasing website rating for clients to be in top Google ranks and garner customer attention
* Brainstorming with various teams to come up with original and unique advertising plans

Associate Advertising Manager

Williams Advertisement and Marketing, Buffalo, New York

March 2012 – July 2015

* Searched and converted prospective clients and negotiated advertising contracts
* Worked with all departments to ensure promptness in promotional campaigns, and delivered projects before deadline
* Revised and developed a pricing strategy affordable for clients and consumers
* Assisted various teams and prepared ad hoc projects to satisfy clients
* Successfully executed new promotional campaigns as per the trends in industry and initiated online marketing of products and services

Advertising Coordinator

Alfac Ad Distributors, Buffalo, New York

June 2010 – February 2012

* Prepared specifications for ads generated by the company and managed all clients
* Monitored development of different advertisement campaigns and ensured timely completion and check client requirements are followed
* Updated files online regularly, and increased traffic by 22%
* Coordinated with account executives to solve problems related to logistics
* Planned implementation schedules and allocate budget for multiple clients

**Education:**

* Bachelor of Science in Advertising and Digital Media Design
ABC University, Buffalo, New York
2010

**Awards/Memberships:**

* American Association of Advertising Managers – Member since February 2014
* Outstanding Performer of the Year – 2015

**Reference:**

On request.