**Pablo N. Southee**

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**Career Summary:**

Experienced advertising coordinator with proven ability to perform supervision over internal teams and ensure timely completion of projects. Demonstrated abilities to remain calm and handle pressure under stressful situations. Strong passion and highly-organized attitude towards work. Excellent communicator and good leadership skills.

**Summary of Skills:**

* Comprehensive knowledge about print media industry and digital publishing
* Efficient in multitasking and ability to work under pressure
* Excellent communication, interpersonal and organizational skills
* Ability to collect information from research and draw reasonable conclusions
* Capable of leading teams to create exceptional ad campaigns for clients
* Good knowledge about sales and marketing strategies

**Computer Skills:**

* Office Package: MS Office, Microsoft Access, Microsoft Outlook Express
* Operating Systems: Windows XP, Windows 2000, Windows 2007, Unix, Linux
* Graphics Tools: Adobe Illustrator, Adobe Photoshop, Macromedia Flash, Macromedia Fireworks, Bryce 3D

**Work Experience:**

Advertising Coordinator

TMP Ads World, Miami, Florida

October 2015 – Present

* Assisting sales department and identifying potential clients through cold calling
* Researching available media options and directing creative team for effective ad campaigns
* Tracking and maintaining performance records of advertisements and analyzing results
* Supporting clients for the launch of new products and services and contributing to their sales growth by 20%
* Leading and motivating design team to develop creative ads by effectively communicating clients' requirements
* Coordinating distribution of advertisements and press releases in all forms of media
* Analyzing industry-focused demographic trends and market reports and revising promotional strategies for client benefits

Marketing and Offline Advertising Coordinator

WildKraft Advertisement Agency, Miami, Florida

July 2012 – September 2015

* Managed billings process, send invoices, and collected payment from clients
* Monitored competitor advertisements and websites and encouraged creative teams to make better ads
* Liaised between clients and agency for different advertising projects
* Followed up with existing and prospective clients on a regular basis
* Fostered and sustained client relationships by maintaining proper documentations of policies and procedures
* Introduced new digital advertising portal for small businesses and increased company revenue by 10%

**Education:**

* Masters in Marketing Management   
  ABC University, Miami, Florida  
  2011

**Reference:**

On request.