**Cassidy W. Roberts**

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**Career Summary:**

Accomplished Advertising Executive with experience in television, radio, magazines, newspaper and digital media. Good financial planning skills and ability to understand creative concepts desired by clients. Strong problem-solving attitude and good networking skills that turns cold calls into potential clients.

**Summary of Skills:**

* Proficient in using MS Office, internet, and accounting software
* Good experience at B2B sales and advertising sales
* Excellent leadership, communication, and organizational skills
* Good presentation, interpersonal, and negotiation skills
* Ability to build and maintain client relationships
* Good knowledge of branding and promoting products and services

**Work Experience:**

Advertising Executive

Emerge Interactive Media Solutions, Coatsburg, Illinois

October 2015 – Present

* Arranging and mediating sales contracts as well as advertising packages with various clients
* Evaluating advertising scrips, audio and video tapes and other promotional material to check if they adhere to clients' requirements
* Formulating advertising or promotional material and increasing sale of clients' products or services
* Advising clients regarding new marketing techniques and prospective target audience
* Determining promotional strategies and industry programs to identify key purchasers like consumers, dealers, and distributors

Advertising Executive

Cognitive Match Ltd., Coatsburg, Illinois

July 2013 – September 2015

* Maintained clients' financial records and reports and ensured accurate invoice details
* Collaborated with creative department and assisted in delivering the best possible advertisements to clients
* Gave sales presentations to new clients and established business relationships with them
* Developed and executed various print and social media marketing campaigns
* Assisted design team to develop appropriate ads for various forms of media
* Arranged meetings with potential clients to understand their products/services and advertisement goals
* Conducted weekly meetings with different teams, tracked ongoing projects, and provided suggestions if necessary

Advertising Sales Executive

Tragun and Allus Ltd., Coatsburg, Illinois

October 2011 – June 2013

* Scheduled and conducted meetings of existing and prospective customers
* Developed target proposals and met client demands
* Used online marketing campaigns and created new business opportunities for clients
* Created and maintained strategic partnerships with major advertising agencies
* Generated and improved sales by 15% for existing and new clients
* Initiated integrated advertising and marketing solutions program as a complimentary offer for long-term clients

**Education:**

* Masters in Business Administration   
  ABC University, Coatsburg, Illinois  
  2010

**Reference:**

On request.