**Ryan E. Collins**

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**Career Summary:**

To obtain an advertising intern position with a reputed agency and contribute my knowledge and skills for promoting clients' products and services through attractive presentations and helping them build a brand.

**Summary of Skills:**

* Excellent communication and presentation skills
* Complete knowledge about the entire advertising process
* Strong analytical skills to recognize current market trends
* Ability to do comprehensive research on different brands
* Able to grasp situational demands and introduce original ideas for promotional campaigns
* Acquainted with advertising programs and design functions

**Work Experience:**

Advertising Intern

Infinity Ad Group, San Francisco, California

June 2016 – Present

* Attending vendor meetings and understanding the potential of digital media for carrying out promotional activities for clients
* Identifying clients' key demands and requirements with respect to company's design programs
* Maintaining a record of day to day activities by documenting all reports
* Compiling excel sheets for clients as well as internal use of the company
* Updating and maintaining a track of launched ad campaigns
* Providing design ideas and planning support to ad coordinators to implement the ad campaigns and programs

Advertising Intern

Auro Advertising Industries Pvt Ltd., San Francisco, California

April 2015 – May 2016

* Coordinated and executed photo shoots, meetings and brand events for clients
* Actively participated in brainstorming sessions to initiate interactive media plans for key products of client to boost customers
* Assisted sales team to develop and maintain relationships for new clients
* Collaborated with various creative agencies and media houses to understand research trends
* Effectively handled design operations to make advertising campaigns successful
* Monitored development of ongoing advertisement campaigns and suggested necessary changes

Advertising Intern (Part-time)

Castle Advertising Agency, San Francisco, California

October 2014 – March 2015

* Assisted in compiling media plan documents of various clients
* Maintained a record of client reports that included promotional forecasts, category budgets and sales reports
* Drafted overview documents for team leader and senior management
* Organized meetings with prospective clients and expanded network with media vendors
* Learned online consumer behaviors with the help of research reports

**Education:**

* Master of Arts in Media Studies
ABC University, San Francisco, California
2015
* Certification in Advertising and Promotions Management
ABC University, San Francisco, California
2016

**Reference:**

On request.