**Douglas G. Dale**

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**Career Summary:**

Seeking an entry-level position in sales department of your esteemed organization where I can employ my knowledge and experience of advertising industry in helping clients build brands through appealing advertisements.

**Summary of Skills:**

* Proficient in preparing reports, documents or papers that are related to the advertising projects
* Ability to operate computer system, use applications like MS Word, MS PowerPoint and knowledge about effective use of social media for ads
* Participated in state level advertisement campaigns and won many accolades for creativity
* Excellent organizational, communication and interpersonal skills
* Ability to interact with clients both verbally and in writing
* Ability to understand client requirements to establish long-standing relationships
* Ability to maintain positive attitude and work under pressure to meet deadlines

**Work Experience:**

Entry Level Advertiser

Albert Advertising and Marketing Agency, Columbus, Ohio

May 2016 - Present

* Assisting in launching of new products for clients by using different media campaigns and garnering attention of new customers and maintaining old ones
* Developing innovative strategies for effective campaigning of products and services to promote marketing on all forms of media
* Arranging product demos and explaining how to use products to customers by conducting free demo sessions
* Writing captions and descriptions for promoting clients' services and advertising it through local weekly newspaper
* Utilizing customer suggestions and improving overall advertising performance for the firm and introducing creative ideas for promotions
* Monitoring advertisement campaign as well as maintaining reports to form future strategies

Advertising Intern

Wilks Broadcasting Media Solutions, Columbus, Ohio

February 2015 – June 2016

* Attended phone calls of clients and gave them information about available advertisement packages at the firm
* Prepared and maintained contracts, appointment schedules, records, reports and other filing documentation
* Contributed to give reviews on promotional campaigns
* Compiled, collected and organized department contributions to give monthly performance reports

**Education:**

* Post Graduate Diploma in Marketing   
  ABC Technical Institute, Columbus, Ohio   
  2014
* Bachelor's Degree in Business and Communication   
  ABC University, Columbus, Ohio   
  2012

**Activities/Interest:**

* American Advertising Federation – Member since July 2015
* Online Marketing Club – Member since March 2015
* SouthWest Ohio State Ad Club – Member since August 2014

**Reference:**

On request.