**Steve V. Bullock**

143 Bricksaw Lane

Los Angeles, California

Phone: 212-879-4315

Email: stvbullock@anymail.com

**Career Summary:**

Professional marketing advertising executive with strong marketing background. Directed product launches for 12 new products and managed to capture public attention for low key brands thereby boosting sales. Creative and hard-working professional with marketing, advertising, event planning, and public relations management expertise.

**Summary of Skills:**

* Proficient at corporate communications and establishing new business leads
* Comprehensive knowledge of all forms of advertising techniques
* Ability to provide innovative marketing and promotional campaigns
* Excellent communication, interpersonal, and presentation skills
* Ability to analyze current market trends and initiate new marketing strategies for clients
* Excellent team player, time management, and organizational skills
* Proficient in working with MS Office, Adobe Creative Suite and knowledgeable about SEO, social media and online marketing

**Work Experience:**

Marketing & Advertising Executive

Amble Advertising Media Solutions, Los Angeles, California

May 2015 – Present

* Creating and directing PR campaigns by featuring celebrity spokespersons to promote products in advertisements
* Developing social media campaigns as per the latest trends for promotion of services and products
* Developing marketing tactics to minimize cost per sale expenses
* Designing media tool that showcased prime marketing analytics and demographics which can be used to give sales presentations to new clients
* Optimizing client relations by drafting accurate budget reports

Assistant Marketing & Advertising Executive

Masterson AdPower Unlimited, Los Angeles, California

March 2013 – April 2015

* Maintained records of all business meetings with existing and potential clients and vendors
* Expanded client base by 30% consistently by delivering exceptional promotional campaigns as well as client satisfaction
* Earned recommendations from client executives by delivering ads that articulated the value of clients' services and products and persuaded target audience to buy them
* Maintained a weekly record of social media activities and suggested improvements in the online ad campaigns
* Managed all social media programs like forums, blogs and ads on various social media sites

Marketing Associate

Heeley Assocations Pvt. Ltd., Santa Barabara, California

July 2010 – February 2012

* Compiled and presented reports in monthly meetings featuring customer analytics using Adobe Analytics Dashboard
* Provided training to social media team including Content developers, SEO specialists and Media technicians that improved company revenue by 15%
* Designed contract policies and negotiated with new vendors saving company cost by 120$K
* Managed corporate management functions which included activities pertaining to product launch, brand management and advertising
* Encouraged clients to use environmentally friendly material for packaging of products and came up with unique ideas for covering them

**Education:**

* Masters of Science in Marketing
ABC University, Los Angeles, California
2010
* Bachelors of Science in Advertising
ABC University, Los Angeles, California
2008

**Awards:**

* Award of Excellence for Outstanding Promotional Campaigns - 2013
* Gold Award for most Effective Marketing Strategy - 2014
* Innovative Contributor of the Year - 2015