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| rb **Summary** Young advertising profesional passionate about building teams, managing projects, and advertising looking to bring my expertise to XYZ Industries. Capable of creating and leading a team of other professionals to closely monitor and amend marketing strategies. Experienced in the use of tools like Microsoft Suite, social media management softwares, and Google Analytics. **Skills**   * Soft skills: Time Management, Communication, Flexibility * Hard skills: Fluency in Microsoft Excel and Budgeting  **Certifications**  * Certified Sales Professional (CSP), 2012 * Certified Management, 2014 | |  | | --- | | Rachel BarnesTraffic Manager| Rachel.Barnes@gmail.com |  **Experience**Agile Media— Traffic Manager– Austin, TX— 2014 – 2017  * Organized weekly status meetings and daily status reports with all teams to ensure no department lagged behind. * Reviewed timelines and budgets with department heads, keeping the project within budget and timeframe. * Developed creative strategies to address client needs, boosting output of services by 15%.  The Goated Agency— Traffic Manager– Austin, TX— 2012 –2014  * Pro Developed a routing system for campaigns resulting in a 40% increase in efficiency. * Proofread and edited all media and marketing materials to meet style and format standards before releasing for final production. * Analyzed market data for each marketing campaign to provide a client and in-house report of campaign performance and key metric.  **EDUCATION** *Bachelor of Science in Marketing and Communication*  University of Pennsylvania | Philadelphia, PA  2008 – 2012   * Graduated *magna cum laude*with a 3.9 GPA * Relevant Credit Courses: Marketing Strategy, Brand Management, Media Industry and Society, Financial Reporting |