

Allison Rosenberg

123 Carpenter Street, Philadelphia, PA 12345
allisonrosenberg@example.com
(123) 456-7890

PROFILE

An Advertising Professional with five years of marketing experience specializing in brand development, paid advertising, and social media marketing. A proven track record of developing innovative marketing strategies to enhance brand messaging and grow awareness.

PROFESSIONAL EXPERIENCE

Marketing & Advertising Specialist

Jensen Marketing Consultants, Philadelphia, PA | May 2019 – Present

- Deliver advertising and marketing solutions to support client businesses during new product introductions and launches, analyze industry trends and customer metrics, and grow product sales by 150%-300% for client accounts
- Lead the implementation of new advertising capabilities and develop brand marketing solutions in alignment with target audiences and market trends
- Execute a large advertising campaign for a \$1M client account, including social media, television, print advertisements, and digital marketing efforts

Marketing & Advertising Specialist

Advertising Solutions Firm, Philadelphia, PA | May 2017 – May 2019

- Developed and implemented marketing strategies to improve awareness of client brands, accelerate sales growth, and establish unique brand identities to disrupt stagnant markets
- Collaborated with client stakeholders and marketing teams to evaluate consumer metrics and industry trends to align marketing campaigns with target audiences

EDUCATION

Bachelor of Science (B.S.) Marketing

Temple University, Philadelphia, PA
September 2013 - May 2017

KEY SKILLS

- Advertising
- Digital Marketing
- Client Relations
- Brand Messaging
- Marketing Strategy