

Skyler Thompson

123 W 15th St, Minneapolis, MN 12345
skyler@example.com
(123) 456-7890

PROFILE

Media planning professional with more than three years of experience serving startups and small businesses. Naturally curious and committed to gaining and applying new work skills. Thrives in collaborative, customer-focused work settings.

PROFESSIONAL EXPERIENCE

Assistant Media Planner

HVM Corporation, Minneapolis, MN | November 2019 – Present

- Develop and recommend multichannel media plans based on close review of each client's business needs and priorities
- Advise on timely, effective product advertising and promotions in competitive markets
- Conceptualize and create high-quality digital marketing collateral

Highlights:

- Won a key corporate award for building lucrative, long-term relationships with clients
- Devised a new, faster system for managing and documenting media buys

EDUCATION

Bachelor of Arts in English & Communications

University of Minnesota, Minneapolis, MN

TECHNICAL SKILLS

Adobe Creative Suite (advanced Photoshop) | Campaign Manager 360 | Microsoft Office Suite (advanced Excel, PowerPoint)

AREAS OF EXPERTISE

- Advertising & promotions
- Brand awareness & engagement
- Business needs assessment
- Campaign data analysis
- Client service & relations
- Competitor trend analysis
- Complex problem-solving
- Cross-functional collaboration
- Digital & social media marketing
- Marketing collateral development
- Media monitoring
- Media plan recommendations
- Media strategy development
- Partnerships development
- Request for proposal (RFP)
- Stakeholder relations management
- Writing, editing, & proofreading