**Matthew P. Shepherd**

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**Career Objective:**

To work as an advertising consultant with “Adknowledge” and help companies in launching promotional and marketing activities by applying creativity and strategic planning.

**Summary of Skills:**

* Strong advertising experience with proven track record of creating brands
* Excellent creativity, interpersonal, communication, and presentation skills
* Comprehensive knowledge of market and audience psyche
* Adept in using social media, print, and other types of media for marketing and advertising
* Outstanding in working with Excel, Word, PowerPoint, Outlook, and Internet
* Skilled in hitting the emotional side of audience and initializing purchase
* Ability to multi-task and use time and budget efficiently
* Excellent negotiation and leadership skills

**Work Experience:**

Advertising Consultant

Product World, Vero Beach, FL

November 2013 - Present

* Meeting clients, discussing their products and services, and preparing advertising plans
* Negotiating on advertising budget with clients and ensuring them in creating awareness of their goods and services
* Selecting the best medium for promoting according to the offerings by clients
* Developing social media pages for clients and helping in creating online presence
* Working with the art department and overseeing creation of posters and banners for display
* Instructing copywriters to write sales copy targeting to specific audience
* Determining marketing strategies and developing advertisement samples

Advertising Consultant

Ad Prodigies, Vero Beach, FL

March 2012 - October 2013

* Collaborated with clients and developed advertising strategies for their products and services
* Assisted in launching new goods and services and created brand names for clients
* Surveyed markets and collected feedback on competitors' brands
* Prepared forecast on audience taste and market trends and projected advertising success
* Developed digital marketing, print, visual, and medical planning and reached target audience on a large scale
* Implemented exciting schemes and lured audience in buying and using products and services
* Contributed to the overall success of projects and helped clients in growing revenue

**Education:**

* Bachelor's Degree in Advertising  
  ABC University, Vero Beach, FL  
  2011

**Reference:**

On request.