**Marianna Harris**

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Charlotte, North Carolina

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**Career Summary:**

Dedicated advertising media planner who helped clients to introduce effective promotional campaigns for marketing new products. Increased sales of products during seasonal discount sales by 40% using effective slogans to catch the purchaser's attention. Excellent at handling challenges of this field

**Summary of Skills:**

* Good negotiating, interpersonal and communication skills
* Comprehensive knowledge about media and the latest trends in industry
* Ability to create engaging presentations and attractive proposals
* Remarkable market research, planning and buying media space experience
* Experienced to handle a team and give effective media outputs
* Good analytical and organizational skills

**Work Experience:**

Regional Marketing and Senior Media Planner

Creative Minds, Charlotte, North Carolina

November 2015 – Present

* Handling marketing strategies for web and mobile newspaper subscriptions
* Managing copywriting and creative implementation of consumer marketing ads
* Collaborating with local vendors by negotiating trade agreements
* Planning and implementing digital marketing strategies for increasing online subscribers for a local newspaper by almost 35%
* Developing and maintaining working relationships with media vendors, partner agencies and clients
* Conducting training sessions to teach new recruits the use of email marketing software
* Initiating social media marketing campaign and boosting Facebook page by 25%

Performance Media Planner

Acme Marketing Solutions, Charlotte, North Carolina

February 2012 – October 2015

* Maintained a weekly report on initiated campaigns
* Performed analysis and optimized ad themes, texts, images for online and print media
* Collaborated with creative team, production team, and service team to create highly effective ad material and get approval from the concerned clients
* Handled additional responsibility of managing print as well as online advertisements
* Initiated digital lead generation campaigns
* Designed new media plans for clients to foster strong working relationships
* Assisted different departments to complete special projects as necessary

Assistant Advertising Media Planner

Kendrick Marketing Designs, Charlotte, North Carolina

July 2010 – January 2012

* Helped senior media planners to design advertising ads
* Managed administrative duties like maintaining files, sending fax, transferring and attending inbound calls
* Generated leads for small and mid sized business clients
* Created visually appealing and engaging presentations to develop business relations with new potential clients
* Provided updates to agency partners about the status of ad campaigns

**Education:**

* Masters in Business Administration   
  Stratford University, Charlotte, North Carolina   
  2009
* Bachelors of Arts in Marketing   
  Stratford University, Charlotte, North Carolina   
  2007

**Reference:**

On request.