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**Career Objective:**

A media advertising graduate with thorough understanding of internet related aspects in organizations, seeks to work as an interactive producer.

**Core Competencies:**

* In-depth knowledge of digital advertising production, advertising management technologies, rich media, and social network integration
* Comprehensive knowledge of current web technologies, content development methodologies and software programming
* Skilled to manage clients and communicate effectively in a consultative environment
* Proficient in computer applications like electronic mail, database activity, record keeping, word processing, spreadsheet, and graphics
* Attention to detail with strong marketing, project management and accounting skills

**Summary of Work History:**

Organization:**CCB Group, Georgina**
Duration: November 2011 till date
Designation:**Interactive Producer**

* Responsible to produce custom advertiser campaigns from insertion order for launch and post-launch
* Handle tasks to ensure high quality campaigns by working with development teams, internal creative teams, and agencies to align with product vision and advertiser goals
* Perform responsibilities to represent CCB Group creative team for custom campaigns to communicate creative ideas and technical project scope
* Act as a liaison between technical resources and product marketing on sold custom campaigns
* Handle tasks to provide pre-sales support by estimating costs, brainstorming content, suggesting scope and scheduling design resources for sales comps
* Perform responsibilities to improve creative work flow processes by establishing and documenting best practices

Organization: **Mid Communications, Georgina**
Duration: May 2008 to October 2011
Designation: **Associate Interactive Producer**

* Handle tasks to organize the content on assigned websites into a coherent format
* Responsible to implement content plans for each project under the direction of interactive director
* Perform tasks to coordinate the activity of vendors, writers, and outside contractors where applicable
* Handle responsibilities to publish content to assigned websites, including video, articles, images, and metadata
* Coordinate with site editors to manage the progression of content through the publishing pipeline and publishing schedules
* Provide training to the staff to use the content management system to publish all types of content according to standards

**Educational Summary:**

Achieved Bachelor's degree in Media Advertising, University of Georgina