



MINA SAYED

ABOUT ME

Advertising account executive with a Bachelor's degree in advertising and marketing, and an MBA with a concentration in marketing from Harvard Business School. Skilled at developing and managing client relationships, creating and presenting advertising strategies, and overseeing advertising campaigns.

PROFESSIONAL EXPERIENCE

SENIOR ADVERTISING ACCOUNT EXECUTIVE | PROCTER & GAMBLE, CINCINNATI, OH

JUNE 2018 TO PRESENT

- Built and maintained strong relationships with key clients, increasing account retention by 20%
- Created and presented comprehensive advertising strategies, leading to a 30-point increase in client satisfaction rate
- Oversaw multiple on-time, under-budget ad campaigns, increasing campaign success rate by 25%

ADVERTISING ACCOUNT EXECUTIVE | UNILEVER, ENGLEWOOD CLIFFS, NJ

May 2015 to May 2018

- Managed client relationships, increasing client satisfaction rate by 15 points
- Set and executed advertising strategies that aligned with clients' goals and budgets, increasing campaign success rate by 20%
- Coordinated with creative, media, and research teams to drive successful advertising campaigns, increasing campaign efficiency by 10%

PROFESSIONAL DEVELOPMENT

- Certified Advertising Specialist (CAS), Promotional Products Association International
- Certified Business Communicator (CBC), Association of Business Communicators
- Google Ads Certification, Google

CONTACT



(123) 456-7890



email@example.com



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LinkedIn

KEY SKILLS

- Client relationship management
- Revenue and profit growth
- Strategic planning

EDUCATION

- Master of Business Administration (MBA) with a concentration in Marketing
HARVARD BUSINESS SCHOOL,
Boston, MA
- Bachelor of Arts in Marketing
UNIVERSITY OF CALIFORNIA,
Berkeley, CA