



# Mina Sayed

## Advertising Account Executive

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.

### CONTACT



(123) 456-7890



email@example.com



LinkedIn



Minneapolis, MN 12345

### 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

### KEY SKILLS

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

### PROFESSIONAL EXPERIENCE

- Senior Advertising Account Executive, Procter & Gamble, Cincinnati, OH**  
June 2018 – 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 – 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,**