

Donald Walker

Advertising Account Manager

(123) 456-7890 · New York, NY · email@example.com · LinkedIn | Portfolio

Advertising account manager with seven years in digital and traditional media campaigns. Expert at budget optimization, creative strategy, and cross-channel analytics. Delivered 35% average ROI on ad spend for marquee clients.

Key Skills

- Media planning
- Cross-channel analytics
- KPI reporting
- Budget optimization
- Creative collaboration

Professional Experience

Advertising Account Manager | AdWorks Agency | New York, NY
September 2016 – Present

- Oversee \$20 M annual media budgets across search, social, and display
- Collaborate with creative teams to launch 100+ campaigns, achieving 140% engagement lift
- Implement analytics dashboards to track performance, reducing wasted spend by 25%

Media Planner | AdWorks Agency | New York, NY
June 2014 – August 2016

- Developed media plans for 30+ clients, balancing reach and frequency targets
- Negotiated preferential ad rates, saving clients 10% on average
- Ran A/B tests on messaging, improving click-through rates by 18%

Education

Bachelor of Arts in Communications | New York University | New York, NY
May 2014

Certifications

- Google Ads Certification, Google, May 2017