**Cassandra E. Tarot**

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**Career Summary:**

Highly-motivated sales professional and advertising expert with knowledge of clients' requirements of clients and experience to give effective suggestions. Proven track record of accomplishing monthly targets and ability to generate new leads for the company. Efficient selling practices and ability to create enthusiasm about a service or product in prospective customers.

**Summary of Skills:**

* Complete knowledge of both digital and print media platforms
* Excellent time management and organizational skills
* Good interpersonal and communication skills
* Ability to create positive relations with the clients and handle negotiations
* Skilled in both verbal and written communication, relationship management and good telephone etiquette
* Efficient at multi-channel advertising and have good knowledge of publishing industries

**Work Experience:**

Advertising Account Executive

The McVey Michaels Group, San Fransisco, California

August 2015 – Present

* Putting in efforts and contributing in business growth of assigned territories
* Providing strategic advice to clients and helping them get best returns on investments
* Launching social media campaigns for new clients and increasing company revenue by $100K in a quarter and generating a buzz for new products
* Preparing effective presentations and persuading key clients to try new advertising strategies
* Redeveloping relationship with inactive clients and establishing new accounts through consistent cold calling and follow up
* Ensuring all projects are completed within deadlines and company's budget
* Developing “right” ads for “right” customers and increasing sales of product by 20%

Account Executive

LogoNation Ads, San Fransisco, California

June 2012 – July 2015

* Maintained a strong client-base by providing lucrative offers for existing clients and initiating cold calling for prospective clients
* Established new contacts by expanding network and thus adding 100 new clients for the company
* Communicated on a daily basis and kept track of advertising campaigns and gave proper answers to client inquiries
* Introduced innovative marketing campaigns to suit the requirements
* Redesigned firm's marketing strategies and adapted to the latest trends of the field which resulted in exceeded sales
* Maintained reports of marketing campaigns for multiple clients

Trainee Account Executive

Gris Wald Advertisements, San Fransisco, California

February 2010 – May 2012

* Liaised between ad agencies, media, and the clients
* Maintained a record of all discussions and carried out necessary paperwork
* Performed extensive research for potential clients and chased warm leads
* Gave quick responses to client queries to generate new leads
* Initiated a new promotional campaign that increased clients in the target group by 20%
* Carried out extensive research about possible marketing goals for a product/service before connecting with the client

**Education:**

* Masters in Business Administration
ABC University, San Fransisco, California
2009
* Bachelors in Strategic Communication
ABC University, San Fransisco, California
2007

**Reference:**

On request.