**James Tanner**

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**Career Objective**:

To acquire the position of a campaign analyst in an esteemed organization and support the organization in their marketing and promotional activities.

**Key Skills**:

* Inquisitive in nature with the ability to learn things quickly
* Self motivated and self independent individual with the ability to work under minimum supervision
* Willingness to travel, work for longer duration and handle pressure situations.
* Passionate, sincere and persistent towards work
* Goal oriented approach

**Work Summary**:

**Working as a campaign analyst with Horizon Media Inc, San Diego since January 2013**

**My responsibilities include**:

Handle the various marketing management activities of the organization as per the requirement

Determine the campaign management policies, procedures and regulations for the organization to follow

Meet the unforeseen challenges, problems or shortcomings that may come up during the campaign management process

Receive and evaluate reports, sent by the marketing team to judge the on-field progress

**Worked as a campaign analyst with Blue Ocean Advertisers Inc, San Diego from November 2011 to December 2012

My responsibilities included**:

* Lead and supervise the entire campaign management process
* Ensure the proceeding and functioning of the campaign management is in accord with the contractual terms and the regulations as applicable
* Track the campaign results and evaluate the success and effectiveness of the campaign against the set targets
* Check the availability of resources to implement the planned campaign management process, in terms of finance, labor, knowledge, time etc

**Worked as a campaign analyst with Blue Ocean Advertisers Inc, San Diego from January 2010 to October 2011
My responsibilities included**:

* Prepare budget report for the campaign and submit to the accounts department for approval
* Generate innovative and attention grabbing ideas for successful campaigning.
* Communicate with the clients to understand the campaign specifications and objectives
* Conduct market studies to test and predict the impact of the campaign on target audiences.

**Technical Competence**:

* Competent at using market research tools, analytical software and data management applications

**Educational Qualifications**:

* Completed Master's Degree in Marketing Management from University of California in the year 2010
* Completed Bachelor's Degree in Information System from University of California in the year 2008

**Reference**:
Will be provided on request.