

Maxine Curry

Media Buyer

AREAS OF EXPERTISE

Media proposals

Client proposals

Marketing spend

Proof reading

Google Adwords

Content Advertising

PROFESSIONAL

Key holder

First Aider

PERSONAL SKILLS

Competitive

Forward thinking

Focused

Hard working

CONTACT

Maxine Curry
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Driving license: Yes
Nationality: British

PERSONAL SUMMARY

Maxine is someone with a genuine passion for the media and a real understanding of its potential impact upon a company's business objectives. She is an expert at meeting clients, dissecting their campaigns and the making recommendations to improve them. As a true professional she can take charge of a campaign from the initial briefing process right through to the post campaign analysis. In her current position she has a hands-on role reporting to a group of very experienced and respected media buying professionals. Right now looking for a position with a reputable company.

WORK EXPERIENCE

Company name – Location

MEDIA BUYER Jun 2013 – Present

Responsible for researching, planning and buying media, across broadcast, out-of-home, print and digital channels.

Duties:

- Making decisions on the best form of media for specific clients and campaigns.
- Identifying target audiences and analysing their characteristics, behaviour and media habits.
- Optimizing campaigns through click-thru rates, conversion rates & bid management.
- Analysing a clients' existing media campaign.
- Creating plans for how to use different media channels to acquire and convert new clients.
- Meeting with publishers and media owners to find out what they can offer.
- Undertaking research to gathering data and then come to a conclusion.
- Providing market intelligence to planning teams on all aspects of the marketplace.
- Accountable for driving growth and client value from significant levels of spend across multiple platforms.
- Presenting proposals, including cost schedules, to clients.

Company name - Location

JOB TITLE Employment dates (i.e. Aug 2011 – Jun 2013)

KEY SKILLS AND COMPETENCIES

- Can quickly understand a clients' business and marketing objectives.
- Forging relationships with clients, account management teams and media owners.
- Working across all media channels.
- Developing relationships by building up respect, trust and influence.
- Ability to build solid arguments to back up my point of view.
- Working to deadlines and managing client & account manager expectations.

ACADEMIC QUALIFICATIONS

Nuneaton University **2008 - 2011**
BSc (Hons) Sales Management

Coventry Central College **2005 - 2008**
A levels:
Maths (A) English (B) Technology (B) Science (C)

REFERENCES – Available on request.



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