

PREP YOUR PATH RESUME

Sales and Marketing Professional Helping Businesses Gain a Competitive Edge

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PROFILE

Sales, marketing, and client service professional, and recent college graduate with a B.A. in Business Management. Proven ability to help companies increase sales by engaging with customers more efficiently and effectively. Interest in using software systems that help businesses sell products or services.

CORE SKILLS AND COMPETENCIES

Sales; Marketing; Client Service; Strategic and Sales Planning; Account Management; Data and Spreadsheet Management; Research; Analysis; Programmatic Digital Advertising; New Business Pitches; Virtual and Face-to-Face Presentations; Cold Calling; Prospecting; Leadership; Teamwork; Written and Verbal Communication; Networking; Social Selling; Organization; Time Management; Adobe Illustrator and Photoshop; JNT; Microsoft Word, PowerPoint, and Excel

EXPERIENCE

Centro

Dallas, TX

Digital Media Planning Intern

July 2019–Aug 2019

Helped increase client sales at a \$142.8 million global provider of digital marketing solutions that uses Basis, the industry's most powerful, comprehensive, automated digital media platform on the market to manage advertising campaigns.

- *Account Management:* Supported an account of the Market Performance Group (MPG), a consulting and sales management services company for retailers, manufacturers, and service providers, by optimizing digital media ads
- *Sales & Marketing:* Helped increase casino floor traffic in Las Vegas, Atlantic City, and Louisiana
- *Advertising Objectives & Strategies:* Reached ideal customers by developing effective pay-per-click advertising strategies
- *Campaign Development:* Launched initiatives on a timely basis by collaborating with the Campaign Management team
- *Budget Management:* Managed advertising budgets of \$200,000–400,000 per month or \$3-4 million per year
- *Budget Administration:* Ensured ads ran as planned by assembling and reviewing performance documents
- *Media Planning:* Achieved goals by placing insertion orders (IOs) and recording IOs based on media plans and revisions
- *Client Service:* Addressed needs by collaborating with the Client Development and Client and Media Services teams

Dallas CitySquare

Dallas, TX

Site Monitor

July 2018–Aug 2018

Assisted at a 501(c)(3) nonprofit organization that offers comprehensive social services related to the persistence of poverty, including workforce training programs, meal programs, and a food pantry.

- *Client Service:* Provided lunches to underserved children by delivering provisions to enrollment sites
- *Account Management:* Promoted children's health by ensuring that sites complied with rules and regulations

International Food Associates

Dallas, TX

Sales Representative Intern

July 2017–Aug 2017

Helped increase client sales at a privately held distributor of over 30 international specialty food brands and 100 products that provides sales, warehouse, and distribution management services.

- *Sales Management:* Helped representatives manage and grow accounts by performing administrative tasks
- *Data Management:* Assisted in managing and growing accounts by maintaining spreadsheets on a daily basis

EDUCATION

Rollins College

Winter Park, FL

B.A. in Business Management

Graduated May 2020

Digital Marketing Analysis Class and Project: Developed a 25-page marketing plan for Ostrich, a startup consumer financial planning app, which is currently seeking its first round of funding; cold-called banks to ask for their endorsements

Highland Park High School

Dallas, TX

Boys Varsity Golf Team; Scratch Golfer; Won State Team Champions (2013)

Graduated 2016