


# Jenna Realini

## Account Planner

Detail-oriented Account Planner with 1 year of experience in developing and implementing innovative marketing strategies to drive sales and brand awareness. Skilled in conducting market research, analyzing consumer behavior, and creating targeted campaigns. Adept at collaborating with cross-functional teams to meet client objectives and deliver exceptional results. Committed to fostering strong client relationships and driving continuous business growth.

[jenna.realini@gmail.com](mailto:jenna.realini@gmail.com) 

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1234 Magnolia St, Baton Rouge,   
LA 70808

### Education

**Bachelor of Arts in  
Marketing and Advertising  
at Louisiana State  
University, Baton Rouge, LA**

Aug 2018 - May 2022

Relevant Coursework:

Marketing Principles,  
Advertising Strategies,  
Consumer Behavior, Market  
Research, Digital Marketing,  
Social Media Marketing,  
Brand Management, Integrated  
Marketing Communications,  
Content Creation, and Data  
Analysis.

### Links

[linkedin.com/in/jennarealini](https://www.linkedin.com/in/jennarealini)

### Skills

Data Analysis



Market Research



Budgeting



Salesforce CRM



Google Analytics



Presentation Design



Consumer Insights



### Employment History

#### Senior Account Planner at The Moran Group, LA

Mar 2023 - Present

- Successfully increased client revenue by 25% within one year by implementing strategic account planning and optimizing advertising campaigns for key clients in the automotive industry.
- Developed and executed a comprehensive market research plan for a major retail client, leading to a 15% increase in customer engagement and a 10% boost in sales over a six-month period.
- Spearheaded a cross-functional team to launch an innovative digital marketing campaign for a healthcare client, resulting in a 30% increase in online conversions and a 20% improvement in overall ROI.

#### Account Planner at Zehnder Communications, LA

Sep 2022 - Jan 2023

- Developed and executed a highly successful integrated marketing campaign for a major client, resulting in a 25% increase in sales and a 40% boost in brand awareness within six months.
- Conducted comprehensive market research and audience analysis for a new product launch, identifying key target demographics and contributing to a 15% higher than projected first-year sales revenue.
- Streamlined internal communication processes and improved collaboration between account management, creative, and media teams, leading to a 20% reduction in project turnaround times and increased client satisfaction ratings.

### Certificates

#### Certified Account Planner (CAP)

Sep 2021

#### Professional Certified Marketer (PCM) in Marketing Management

Nov 2019

### Memberships

American Association of Advertising Agencies (4A's)

Account Planning Group (APG)