

Kamala Hoem

Advertising Account Executive

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📍 123 Aloha Lane, Honolulu, HI 96815

Education

Bachelor of Arts in Advertising and Marketing at University of Hawaii at Manoa, Honolulu, HI

Aug 2017 - May 2021

Relevant Coursework: Advertising Principles, Marketing Strategies, Consumer Behavior, Brand Management, Digital Marketing, Social Media Marketing, Market Research, Integrated Marketing Communications, and Creative Design.

Links

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

Skills

Copywriting

Media Planning

Market Research

Google Analytics

Adobe Creative Suite

CRM Software (e.g., Salesforce)

Social Media Management

Languages

English

Arabic

Profile

Results-driven Advertising Account Executive with 2 years of experience in developing and managing client relationships, creating targeted ad campaigns, and optimizing ad performance. Adept at analyzing market trends and collaborating with creative teams to deliver innovative solutions that drive client success and increase brand awareness. Proven ability to exceed performance goals while maintaining a strong commitment to customer satisfaction and account retention.

Employment History

Advertising Account Executive at Anthology Marketing Group, HI

May 2023 - Present

- Successfully increased client retention rate by 40% within the first year by delivering exceptional customer service, executing targeted ad campaigns, and fostering strong relationships with key stakeholders at Anthology Marketing Group, HI.
- Developed and implemented a comprehensive advertising strategy for a major client, resulting in a 25% increase in sales and a 15% increase in brand awareness within six months.
- Spearheaded a cross-functional team to create a highly successful integrated marketing campaign that generated a 35% increase in new customer acquisitions and a 20% increase in overall revenue for a key client in just one quarter.

Assistant Advertising Account Executive at MVNP, HI

Jul 2021 - Apr 2023

- Successfully managed a \$1 million advertising campaign for a major client, resulting in a 20% increase in sales and a 15% increase in brand awareness.
- Developed and executed a targeted social media strategy that increased the client's online presence by 35%, leading to a 10% increase in website traffic and a 5% increase in conversions.
- Coordinated and executed a successful product launch event for a high-profile client, attracting over 500 attendees and generating significant media coverage, including a feature in a prominent industry publication.
- Implemented a data-driven approach to optimize ad placements and targeting, which led to a 25% reduction in cost per acquisition and an overall improvement in ROI for the client.

Certificates

1. American Association of Advertising Agencies (4A's) Institute of Advanced Advertising Studies (IAAS) Certificate

Sep 2021

2. Interactive Advertising Bureau (IAB) Digital Media Sales Certification

Mar 2020