

Merly Kmetz

Advertising Coordinator

Profile

Detail-oriented Advertising Coordinator with 1 year of experience in managing and executing successful advertising campaigns. Adept at collaborating with cross-functional teams, conducting market research, and analyzing campaign performance to optimize results. Proficient in utilizing various advertising platforms and tools to reach target audiences, while consistently meeting deadlines and budgets. Demonstrated ability to adapt quickly to industry trends and drive brand awareness.

Employment History

Advertising Coordinator at Havas Edge, MA

Mar 2023 - Present

- Successfully managed a major ad campaign for a leading retail client, resulting in a 25% increase in sales and a 15% boost in brand awareness within six months.
- Oversaw the development and execution of a digital marketing strategy for a global tech company, leading to a 35% increase in web traffic and a 20% improvement in conversion rates over one year.
- Coordinated the creative and media planning teams for a national healthcare provider's advertising efforts, contributing to a 50% growth in new customer acquisitions and a 10% expansion in market share within nine months.

Assistant Advertising Coordinator at AMP Agency, MA

Sep 2022 - Feb 2023

- Successfully managed a digital advertising campaign for a major client, resulting in a 25% increase in online sales and a 15% increase in brand awareness within a 6-month period.
- Coordinated the launch of a new social media marketing strategy for a local business, leading to a 40% growth in their online following and a 20% uptick in customer engagement within the first three months.
- Collaborated with the creative team to develop and execute a targeted email marketing campaign that generated a 35% open rate and a 10% conversion rate, surpassing industry benchmarks and contributing to a significant boost in revenue for the client.

Certificates

Google Ads Certification

Feb 2022

Facebook Blueprint Certification

Apr 2020

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Education

Bachelor of Arts in Advertising and Marketing at Boston University, MA

Aug 2018 - May 2022

Relevant Coursework: Advertising Principles, Marketing Strategies, Consumer Behavior, Digital Marketing, Social Media Marketing, Brand Management, Media Planning, Market Research, and Content Creation.

Links

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

Skills

Copywriting

Photoshop

InDesign

Google Analytics

Social Media Management

SEO Optimization

Market Research

Languages

English

Hindi

Hobbies