

Elizabeth Faupel

Advertising Executive

Results-driven Advertising Executive with 5 years of experience in creating and implementing innovative marketing campaigns across multiple platforms. Proven track record of driving revenue growth, enhancing brand awareness, and fostering strong client relationships. Adept at identifying industry trends and leveraging analytical insights to develop targeted strategies. Skilled in project management, team leadership, and strategic planning, with a strong focus on delivering exceptional results and client satisfaction.

elizabeth.faupel@gmail.com 
(598) 107-3205 
123 Main St, Des Moines, IA 
50309

Education

**Bachelor of Arts in
Advertising and Marketing
at University of Iowa, Iowa
City, IA**

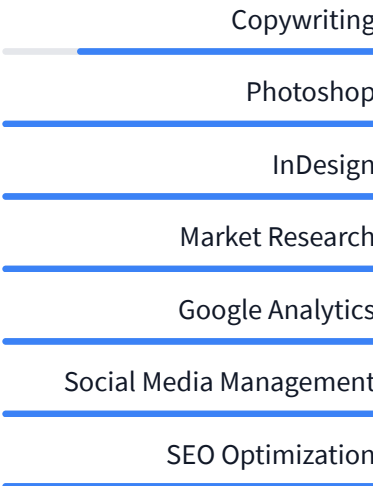
Sep 2014 - May 2018

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

Links

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

Skills



Employment History

Advertising Executive at Meyocks Group, IA

Mar 2023 - Present

- Successfully increased client revenue by 25% within the first year by implementing targeted advertising campaigns, leading to a \$2 million boost in sales for the clients at Meyocks Group, IA.
- Spearheaded the development and execution of an award-winning digital marketing campaign for a major client, resulting in a 35% increase in brand awareness and a 15% increase in online conversions in just six months.
- Led a team of 10 creative professionals to produce a highly effective multi-channel advertising strategy for a new product launch, contributing to a 50% increase in market share for the client within the first quarter of the campaign.

Assistant Advertising Executive at Strategic America, IA

Jul 2018 - Jan 2023

- Successfully managed a \$1.5 million advertising campaign for a major client, resulting in a 25% increase in sales and a 15% increase in brand awareness within six months.
- Developed and executed an innovative social media strategy for a local business, which led to a 40% growth in their online following and a 20% increase in website traffic within three months.
- Coordinated and oversaw the creation of a high-impact print ad campaign for a regional non-profit organization, leading to a 50% increase in donations and a 35% increase in event attendance during the campaign period.

Certificates

1. American Advertising Federation (AAF) Certified Advertising Executive (CAE)

Nov 2021

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

Nov 2019

Memberships