

# Chanah Breitenfeld

Advertising Manager

## Profile

Results-driven Advertising Manager with 5 years of experience in developing and implementing successful marketing campaigns across various platforms. Adept at identifying target audiences, creating engaging content, and maximizing ROI. Proven track record in managing budgets, collaborating with cross-functional teams, and driving brand growth. Demonstrated ability to consistently achieve and exceed goals while fostering strong client relationships.

## Employment History

### Advertising Manager at Fusion 360, UT

Feb 2023 - Present

- Secured a \$5 million advertising contract with a major client, resulting in a 30% increase in annual revenue for Fusion 360 in 2019.
- Developed and executed a highly successful digital marketing campaign for a leading e-commerce brand, generating a 45% increase in online sales within six months.
- Led a team of 10 advertising professionals in the creation and launch of a multi-channel advertising campaign for a national restaurant chain, resulting in a 20% increase in foot traffic and 25% growth in overall sales in 2018.
- Implemented data-driven targeting strategies that boosted the effectiveness of Fusion 360's advertising campaigns by 35%, leading to a 15% increase in client retention rates in 2020.

### Assistant Advertising Manager at R&R Partners, UT

Jul 2018 - Dec 2022

- Successfully managed a \$1.5 million advertising campaign for a major client, resulting in a 25% increase in brand awareness and a 15% boost in sales over a six-month period.
- Developed and executed a targeted social media strategy that grew our client's online presence by 40% in just three months, leading to a significant increase in leads and conversions.
- Collaborated with the creative team to revamp ad designs for a key client, resulting in a 35% improvement in click-through rates and a 20% decrease in cost-per-click, ultimately saving the client over \$100,000 in ad spend.

## Certificates

### Google Ads Certification

Aug 2021

### Facebook Blueprint Certified Media Planning Professional

May 2020

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📍 123 Maple Street, Salt Lake City, UT 84101

## Education

### Bachelor of Arts in Advertising and Marketing at University of Utah, Salt Lake City, UT

Aug 2013 - May 2018

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

## Links

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

## Skills

Copywriting

Analytics

Photoshop

InDesign

SEO/SEM

Social Media Management

Google AdWords

## Languages

English

Hindi