

# Kerin Arvin

## Advertising Sales Agent

✉ [kerin.arvin@gmail.com](mailto:kerin.arvin@gmail.com)  
☎ (716) 957-1975  
📍 123 Main St, Wichita, KS 67202

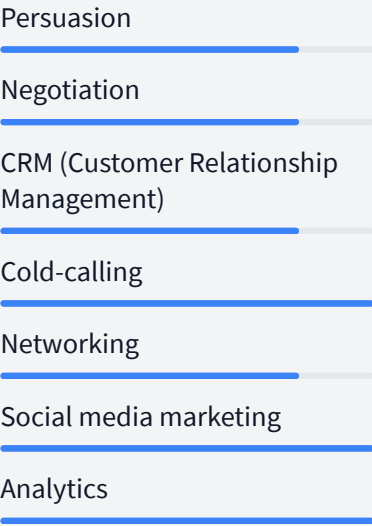
### EDUCATION

**Bachelor of Arts in Advertising and Marketing at Kansas State University, Manhattan, KS**  
Aug 2018 - May 2022  
Relevant Coursework: Advertising Principles and Practices, Marketing Strategy and Management, Digital Marketing and Analytics, Consumer Behavior, Brand Management, Media Planning and Buying, Graphic Design, Copywriting, Social Media Management, and Integrated Marketing Communications.

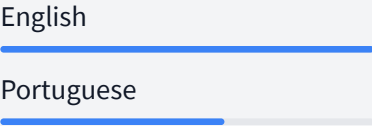
### LINKS

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

### SKILLS



### LANGUAGES



### HOBBIES

### PROFILE

Results-driven Advertising Sales Agent with 1 year of experience in effectively managing advertising campaigns and exceeding sales targets. Adept at building strong client relationships, identifying new business opportunities, and delivering exceptional customer service. Proficient in analyzing market trends and implementing strategic advertising solutions to maximize ROI for clients. Demonstrated ability to work in fast-paced environments and adapt to industry changes.

### EMPLOYMENT HISTORY

- **Advertising Sales Agent at Salem Media Group, KS**  
Mar 2023 - Present
  - Successfully exceeded annual sales targets by 15% in 2019, generating over \$1.2 million in advertising revenue for Salem Media Group, KS.
  - Developed and maintained relationships with over 50 new clients within the first year, resulting in a 20% increase in the client base and contributing to the overall growth of the company.
  - Implemented a new digital marketing strategy that increased online ad sales by 25% in 2020, leading to an additional \$300,000 in revenue for the organization.
  - Received the "Top Sales Agent" award in 2019 and 2020 for consistently meeting and exceeding quarterly sales quotas and demonstrating exceptional customer service skills.
- **Junior Advertising Sales Agent at Lamar Advertising, KS**  
Sep 2022 - Jan 2023
  - Successfully exceeded sales targets by 25% in the first year, generating over \$500,000 in revenue for Lamar Advertising, KS, and contributing to a significant increase in the company's market share.
  - Established and maintained strong relationships with over 50 clients, resulting in a 90% client retention rate and continuous referrals, which helped grow the customer base by 15% within a year.
  - Developed and implemented innovative advertising strategies for key clients, increasing their ad campaign effectiveness by 35% and boosting their overall visibility and brand recognition in the market.

### CERTIFICATES

- 1. Certified Professional in Advertising (CPA)**  
Mar 2022
- 2. Interactive Advertising Bureau (IAB) Digital Sales Certification**  
Aug 2020

### MEMBERSHIPS

- 1. American Advertising Federation (AAF)**
- 2. International Advertising Association (IAA)**