

Dijana Dwinnell

Media Buyer

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☎ (958) 615-2869

📍 1234 Bluegrass Lane, Louisville, KY 40202

EDUCATION

Bachelor of Arts in Advertising and Media Management at University of Kentucky, Lexington, KY

Sep 2017 - May 2022

Relevant Coursework: Advertising Principles, Media Planning and Buying, Digital Marketing, Brand Management, Market Research, Consumer Behavior, Public Relations, Social Media Strategy, Integrated Marketing Communications, and Multimedia Production.

LINKS

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

SKILLS

Negotiation

Analytics

Budgeting

Google Ads

Facebook Ads Manager

Market Research

Programmatic Advertising

LANGUAGES

English

Urdu

HOBBIES

Collecting vinyl records

PROFILE

Dedicated and results-driven Media Buyer with 1 year of experience in strategic media planning, negotiating, and purchasing. Demonstrated ability to optimize advertising campaigns, build strong relationships with media vendors, and analyze performance metrics. Adept at identifying target audiences and leveraging the latest industry trends to maximize ROI for clients. Excellent communication and problem-solving skills, with a strong commitment to delivering outstanding service.

EMPLOYMENT HISTORY

● Media Buyer at Media Mix Communications, KY

Feb 2023 - Present

- Negotiated and secured a 20% discount on advertising rates for a major client, resulting in \$500,000 in annual savings and strengthening the long-term relationship with the client.
- Developed and implemented a cross-platform media strategy for a new product launch, which led to a 30% increase in brand awareness and a 15% increase in sales within the first three months.
- Analyzed and optimized a client's media portfolio, reallocating \$300,000 in ad spend to more effective channels and achieving a 25% increase in return on investment (ROI) within six months.
- Successfully managed a \$2 million annual media budget, consistently delivering campaigns on time and within budget while achieving an average of 10% cost savings through strategic negotiations and media partnerships.

● Associate Media Buyer at All Access Media Group, KY

Sep 2022 - Jan 2023

- Negotiated and secured a 25% discount on ad placements for a major client, resulting in a cost savings of \$100,000 and strengthening the relationship with the client.
- Developed and implemented a successful media mix strategy for a new product launch, reaching over 2 million target consumers and generating a 15% increase in sales within the first month.
- Analyzed and optimized digital media campaigns for a top client, leading to a 20% increase in click-through rates and a 10% boost in conversion rates, significantly exceeding client expectations.

CERTIFICATES

Google Ads Certification

May 2022

Facebook Blueprint Certified Media Buying Professional

Nov 2020

MEMBERSHIPS

Interactive Advertising Bureau (IAB)