

WINDY SERBAN

Media Director

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(431) 075-5132

1234 Desert Lane, Phoenix, AZ 85001



PROFILE

A highly accomplished Media Director with 5 years of experience, adept at developing and executing innovative media strategies across various platforms. Proficient in leveraging data and analytics to optimize campaigns, enhance audience engagement, and drive business growth. Demonstrated success in leading cross-functional teams, managing budgets, and fostering strong client relationships. Known for excellent communication and problem-solving skills, consistently delivering results that exceed expectations.

LINKS

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

SKILLS

Photoshop

InDesign

Premiere Pro

After Effects

Final Cut Pro

Lightroom

Illustrator

LANGUAGES

English

Russian

HOBBIES

EMPLOYMENT HISTORY

Media Director at Arizona Filmworks, AZ

May 2023 - Present

- Led a team that successfully increased the company's annual revenue by 25% in 2019, resulting in an additional \$1.2 million in sales for Arizona Filmworks.
- Developed and executed a comprehensive digital marketing strategy that boosted online engagement by 40% and increased website traffic by 60% within six months.
- Secured a high-profile partnership with a major Hollywood studio, leading to the co-production of a feature film that grossed over \$50 million at the box office.
- Implemented a streamlined project management system that increased team efficiency by 35% and reduced project turnaround time by 20%, resulting in higher client satisfaction rates.

Associate Media Director at Media Architects, AZ

Sep 2018 - Apr 2023

- Developed and executed a comprehensive media strategy for a major client, resulting in a 25% increase in brand awareness and a 15% boost in sales over a 12-month period.
- Successfully managed a team of 5 media planners and buyers, consistently meeting or exceeding client KPIs and delivering an average ROI of 20% across all campaigns.
- Implemented an innovative cross-channel media plan for a new product launch, reaching 80% of the target audience within the first month and contributing to a 10% market share gain.
- Streamlined internal processes and workflows, increasing team efficiency by 30% and reducing campaign setup time by 20%.

EDUCATION

Bachelor of Arts in Mass Communication and Media Studies at Arizona State University, Tempe, AZ

Sep 2014 - May 2018

Relevant Coursework: Media Theory, Media Law and Ethics, Digital Media Production, Visual Communication, Public Relations, Advertising, Journalism, Social Media Marketing, Intercultural Communication, and Media Research Methods.

CERTIFICATES

Certified Media Planner (CMP)

Mar 2022

Digital Marketing Professional Certification (DMI Pro)

Sep 2020