

Vicki Rush

Media Strategist

Profile

Results-driven Media Strategist with 2 years of experience in developing and executing innovative media campaigns that maximize brand exposure and audience engagement. Adept at analyzing market trends and leveraging data-driven insights to create effective strategies across various platforms. Exceptional communication and collaboration skills to foster strong relationships with clients and cross-functional teams. Committed to delivering top-notch results that drive growth and enhance brand identity.

Employment History

Media Strategist at VMLY&R, KS

Apr 2023 - Present

- Developed and executed a successful media campaign for a major client, resulting in a 25% increase in brand awareness and a 15% boost in sales over six months.
- Spearheaded the integration of digital and traditional media strategies for a key account, leading to a 35% improvement in overall campaign performance and a 20% reduction in media spend.
- Managed a team of junior strategists and analysts to create data-driven insights and optimizations for multiple clients, leading to an average 10% increase in ROI and a 5% growth in market share.

Associate Media Strategist at DEG Digital, KS

Jul 2021 - Mar 2023

- Successfully implemented a media strategy for a major client, resulting in a 30% increase in online conversions and a 25% decrease in cost per acquisition within six months.
- Managed and optimized a \$500,000 annual digital advertising budget for multiple clients, ensuring efficient allocation of resources and achieving an overall return on ad spend (ROAS) of 4:1.
- Developed and executed a comprehensive social media campaign for a new product launch, generating over 10,000 engagements and a 15% increase in brand awareness within the first three months.

Education

Bachelor of Arts in Communications and Media Studies at University of Kansas, Lawrence, KS

Sep 2017 - May 2021

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

Certificates

Digital Media and Marketing Certificate (Duke University)

Dec 2021

Details

vicki.rush@gmail.com

(361) 342-1950

1234 Sunflower Lane, Wichita, KS 67212

Links

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

Skills

SEO optimization

Google Analytics

Social listening

Content creation

Hootsuite proficiency

A/B testing

Influencer outreach

Languages

English

Portuguese

Hobbies

Photography

Reading industry-related books and articles

Attending networking events and conferences