

Sample Resume 2 – Advertising

Gene Smith
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PROFESSIONAL EXPERIENCE

Saatchi & Saatchi Advertising Agency, London, 1999-Present

Supervising Manager, T-Mobile London,

- Managed national launch of T-Mobile brand, responsible for client's Marketing, Direct Marketing, and Customer Care projects. Oversaw team of six, including Account Managers, DTP and Creative.
- Developed all BTL activities (direct mails, brochures, leaflets, loyalty catalogues, CD) and ATL projects (radio, print, Internet, outdoor tenders).
- Created financial estimates, written proposals, managed budgeting and invoicing.
- Responsible for being agency expert for T-Mobile brand to maintain brand consistency in all materials. Produced collateral according to client's briefs and brand manual.

Tara Publishing, London, 1997-1999

Head of Publishing/International Relations

- Signed contracts and responsible for maintaining relationship with foreign business partners (e.g. Penguin Books, Oxford University Press, Grafer-Unzer, Falken, Hamlyn Books, Larousse, New Holland, Gaia Books).
- Managed relationship with DTP, provided overall technical support of publishing, editing of books, communication with printing houses, translators and topic specialists.

Smith and Smith Advertising, Paris, 1996-1997

Supervisor of Editing/Technical Editor

- Supervised all technical aspects of editing, production.

EDUCATION

University of Newcastle, Newcastle 1992-1996

Bachelor of Business, major in advertising and publishing

COMPUTER SKILLS

PC, Mac: QuarkXPress, Word, Excel, Outlook, Photoshop, Illustrator