

ELARA DONNELLY

Advertising Specialist

✉ e.donnelly@email.com

☎ (123) 456-7890

📍 Boston, MA

🌐 [LinkedIn](#)

EDUCATION

Bachelor of Science
Communication

Boston University

📅 2012 - 2016

📍 Boston, MA

SKILLS

- Google Ads
- Google Analytics
- The Trade Desk
- WordPress
- MailChimp
- Adobe Creative Cloud
- Adobe Premiere Pro
- Hootsuite

CAREER SUMMARY

Experienced advertising associate returning to the workforce after a dedicated period as a stay at home parent. Seeking an Advertising Specialist role at FactSet to leverage my diverse skill set, including expertise in market research, creative design, and strategic planning, coupled with proficiency in digital advertising tools.

WORK EXPERIENCE

Advertising Associate

451 Agency

📅 2016 - 2019

📍 Boston, MA

- Played a pivotal role in campaign planning and execution, contributing to a 36% increase in client satisfaction.
- Leveraged Google Ads for targeted digital advertising, which led to a 64% improvement in click-through rates.
- Used Google Analytics to analyze campaign performance, resulting in data-driven optimizations and a **48% boost in ROI**.
- Collaborated with cross-functional teams to manage campaigns on The Trade Desk while ensuring seamless coordination and accurate tracking.
- Ran and updated company websites using WordPress, contributing to a 79% enhancement in online presence.
- Utilized Adobe Creative Cloud to design compelling visuals, contributing to a 59% increase in client engagement.

PROJECTS

Project ReBrand

Researcher

📅 2015

- Spearheaded research efforts for rebranding established companies, employing market insights to modernize brand identities.
- Employed creative design strategies to enhance brand visuals, which resulted in a 41% increase in brand appeal to target audiences.
- Developed strategic plans for brand revitalization and contributed to a 29% growth in customer engagement.
- Worked closely with creative teams to execute rebranding campaigns, achieving a **24% improvement in brand recognition**.
- Managed email campaigns on MailChimp, resulting in a 64% improvement in click-through rates.
- Leveraged Adobe Creative Cloud for design updates, achieving a 58% higher brand appeal among target audiences.