
EXPERIENCE

Daily Planet Marketing

Culver City, CA.

Account Coordinator

October 2013–Present

- Manage loyalty and reward programs for A&E, Fox, & Scripps Networks cable affiliates, overseeing six-figure client budgets.
- Analyze redemption trend data to optimize inventory and identify new products to improve program performance.
- Monitor key KPIs and produce timely PowerPoint reports for client review.
- Oversee the customer service experience for our clients and their reward store members, troubleshooting issues as they arise.
- Build close relationships with major retail store account executives, negotiating pricing and managing order fulfillment.
- Monitor online pricing to ensure account spending is optimal. Efforts have saved clients over \$10,000 a month.
- Work closely with the Daily Planet Marketing SVP and VP to create and launch marketing campaigns, including sweepstakes and other promotions for our clients.
- Create and edit monthly marketing email promotions to drive traffic to clients' reward stores, increasing ROI.
- Design and produce direct mailers to develop new business and educate potential clients.
- Cut internal costs by 35 percent by learning Photoshop and InDesign to create client marketing collateral in-house.

Vera Bradley

Glendale, CA.

Sales Associate

April 2012–October 2013

- Recognized as a leader in upselling, increasing per customer revenue by 10 percent.
- Awarded "Excellence in Team Selling" for superior customer service and increased sales.
- Organized and oversaw special store events, maintained customer lists, sent out invites, and managed the in-store experience, helping make the store the second highest in sales on the West Coast.

Eat2Meet

Los Angeles, CA.

Marketing Coordinator

April 2011– July 2012

- Created and implemented the start-up's media plan for launch, cultivating press contacts and writing press releases.
- Oversaw a \$30,000 marketing budget and ensured all marketing efforts adhered to it.
- Managed the web content by writing restaurant descriptions and taking photographs to be used on the website.
- Leveraged social media marketing and managed the company's Facebook and Twitter presence.

Rock the Ink Tattoo & Entertainment Festival

Los Angeles, CA.

Social Media/On-Site Coordinator

January 2011–March 2011

- Managed the promotion of the festival through social media, cutting promotional costs by 15%.
- Wrote advertising copy and designed the visual look of the festival's marketing campaign.
- Brought in a record attendance of over 5,000 patrons, which was a 10% increase over the prior year.

The Rave/Eagles Ballroom Music Venue

Milwaukee, WI.

Online & Street Promotional Marketing Associate

May 2008–December 2010

- Promoted over 100 concerts through social networking sites and in-person marketing, generating over \$50,000 in extra revenue.
- Wrote advertising copy for www.therave.com and managed their social media presence.
- Photographed concerts and produced and edited video interviews and concert clips for The Rave's online presence.
- Organized events and talent meet-and-greets with diverse, high-profile artists including Jack White and Jared Leto.

EDUCATION

University of Wisconsin – Milwaukee

Milwaukee, WI.

Bachelor of Arts in Film & Media Studies

May 2010

- GPA: 3.5 – Graduated with Honors and made Dean's List multiple semesters

SKILLS

- Proficient on both Apple and PC systems, Microsoft Office, and basic knowledge of HTML.
- Advanced expertise with Photoshop and InDesign. Certified by Compquest Pacific Career Academy.
- Portfolio of marketing collateral and photography: www.judithmarker.com