

# VELETA BREAKALL

Account Director

[veleta.breakall@gmail.com](mailto:veleta.breakall@gmail.com)

(786) 420-6743

5643 Maple St, New Orleans, LA 70117



## LINKS

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

## SKILLS

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Communication

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Organization

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Time Management

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Budgeting

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Client Relationships

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Negotiation

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## LANGUAGES

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English

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Japanese

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## HOBBIES

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Organizing social events

Trying new restaurants

Exploring new neighborhoods

## EMPLOYMENT HISTORY

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### ● Account Director at BlueHornet, IN

Jun 2022 - Present

- Led a team of 10 account managers and 3 assistants in executing integrated marketing campaigns for 4 clients, resulting in an average increase of 18% in sales volume.
- Negotiated and secured sponsorship from ABC Corporation for event XYZ, generating \$250,000 in revenue.
- Grew client base by 15% through effective networking and business development initiatives.
- Developed strong relationships with key media contacts, leading to increased coverage for clients' products/services.

### ● Senior Account Director at Campaigner, IN

Aug 2021 - May 2022

- Led a team of 8 account managers and increased sales by 25%.
- Grew key accounts by an average of 20% per year.
- Negotiated and secured new contracts with major clients worth \$10 million annually.
- Managed budgets for large scale projects totaling \$5 million or more.
- Developed successful marketing campaigns that generated leads and increased brand awareness.

### ● Group Account Director at Constant Contact, IN

Jul 2015 - Jun 2021

- Led a team of account managers in developing and executing successful marketing campaigns for 3 major clients, resulting in an increase in sales by 15%, on average, for each client.
- Negotiated and secured key partnerships with high-profile vendors that resulted in cost savings of 20% or more for 4 different clients.
- Successfully managed 8 large accounts with teams ranging from 5 to 10 people, overseeing budgets totaling \$3 million annually.

## EDUCATION

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### Bachelor of Science in Accounting at Purdue University

Sep 2011 - May 2015

I have learned how to analyze financial statements, use accounting software, and understand tax laws.

## CERTIFICATES

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### Certified Public Accountant (CPA)

Nov 2020

### Certified Management Accountant (CMA)

Aug 2019