

Latroya Pustejovsky

Account Director

📁 Employment History

Account Director at Deloitte, CA

Jun 2022 - Present

- Led the development and execution of an integrated marketing communications plan that delivered a 30% increase in web traffic within 6 months.
- Defined target audiences and created messaging strategies that resonated, resulting in a 10% increase in conversion rates.
- Partnered with sales team to create new methods for tracking leads and opportunities which led to a 15% increase in closed deals.
- Negotiated partnerships with industry-leading companies which increased brand awareness by 25%.
- Managed a team of 8 direct reports, responsible for planning/buying media, creative development, copywriting & production.

Senior Account Director at PwC, CA

Sep 2019 - Apr 2022

- Led a team of account managers and executives in developing long-term relationships with key clients, resulting in an increase in client retention by 15%.
- Grew revenue from existing clients by 20% through effective upselling and cross-selling strategies.
- Demonstrated excellent leadership skills by successfully managing a team of 10 during a high-pressure project.
- Negotiated favorable contract terms with vendors that saved the company \$100,000 annually.

Group Account Director at EY, CA

Jul 2015 - Jul 2019

- Led a team of 15 account managers in developing and executing integrated marketing communications plans for clients in the healthcare industry.
- Grew client's business by 20% through implementation of innovative marketing strategies.
- Achieved 100% customer satisfaction rating from client surveys.
- Successfully launched 3 new products in the market.
- Reduced costs by 10% while increasing efficiency.

🎓 Education

Bachelor of Science in Accounting at UCLA

Sep 2010 - May 2015

I have learned excellent research, writing, critical thinking, and time management skills while studying for my Bachelor of Science in Accounting.

📄 Certificates

Certified Public Accountant (CPA)

Apr 2021

Certified Management Accountant (CMA)

Jul 2019

Details

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Links

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

Skills

Communication



Organization



Presentation skills



Negotiation skills



Client management



Budgeting



Project management

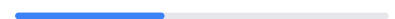


Languages

English



Spanish



Hobbies

Golf

Running

Weight Lifting