

Melea Meisberger

Advertising Manager

✉ melea.meisberger@gmail.com

☎ (520) 695-4352

📍 7827 Cider Mill Rd, Glenelg,
MD 21737

Education

Bachelor of Science in Advertising at University of Maryland, College Park

Aug 2013 - May 2017

I have learned how to manage budgets, create ad campaigns, do market research, and write copy.

Links

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

Skills

Marketing

Advertising

Social Media Marketing

Search Engine Optimization
(SEO)

Pay-Per-Click (PPC) Management

Google Analytics

Copywriting

Languages

English

Spanish

Profile

I have over 5 years of experience in advertising and marketing management. I have a proven track record of successfully developing and executing campaigns that generate leads, drive sales, and build brand awareness. I am an expert at managing budgets, negotiating contracts, and working with cross-functional teams to get the best results for my clients.

Employment History

Advertising Manager at The Baltimore Sun Media Group, MD

May 2022 - Present

- Led a team of 12 in developing successful ad campaigns for 3 major clients, resulting in an increase in sales by 25%.
- Negotiated and secured prime advertising spot during Super Bowl XLVIII, which resulted in a 5% spike in company sales.
- Conceptualized and executed an integrated marketing campaign that spanned print, online, radio, and television media outlets; the campaign led to a 15% increase.
- In web traffic to the client's website.
- Wrote copy for award-winning ad that was featured on billboards across the country; generated \$2 million dollars in new business within 6 months of launch.
- Successfully managed budgets totaling \$5 million dollars annually.

Associate Advertising Manager at The Washington Post, MD

Jul 2017 - Mar 2022

- Led a team of 4 in developing an integrated marketing campaign that increased sales by 25%.
- Ideated and executed on a new social media strategy that garnered 2.5 million impressions and 1,000 new followers in the first month.
- Wrote copy for 15 different ad campaigns that resulted in an average click-through rate (CTR) of 3.2%.
- Negotiated with vendors to secure discounts on print, radio, and TV advertising totaling \$50,000 annually.
- Managed budgets for 20+ projects simultaneously, staying within 5% of allocated spending 95% of the time.
- Created weekly reports detailing all metrics related to ongoing campaigns as well as proposed changes/improvements.

Certificates

Certified Advertising Manager (CAM)

Jun 2021

Certified Digital Marketing Professional (CDMP)

Apr 2020