

Mareta Stautberg

Advertising Manager

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📍 3441 Norway Maple Court,
Portland, ME 04103

Education

Bachelor of Science in Advertising at University of Maine

Sep 2012 - May 2017

Some skills I've learned
are copywriting, concept
development, media planning,
and market research.

Links

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

Skills

Marketing

Advertising

Social Media Marketing

Search Engine Optimization
(SEO)

Pay-Per-Click (PPC) Management

Google Analytics

Copywriting

Languages

English

Japanese

Profile

I am an experienced advertising manager with over 5 years of experience in the industry. I have a proven track record of success in managing and executing effective marketing campaigns for my clients. I am extremely knowledgeable about all aspects of the advertising process, from media planning to creative development to budget management. I am also an expert at developing relationships with key stakeholders, such as clients, agencies, and vendors. My goal is always to provide exceptional service and deliver results that exceed expectations.

Employment History

Advertising Manager at The Maine Advertising Manager, ME

Apr 2022 - Present

- Led a team of 4 in developing an integrated marketing campaign that generated \$2.5 million in new revenue.
- Ideated and executed a successful social media campaign with over 1 million impressions.
- Wrote copy for and designed award-winning print ad that increased sales by 15%.
- Negotiated rates with vendors that saved the company 10% on their annual advertising spend.
- Managed budget of \$1 million/year.

Associate Advertising Manager at The Portland Advertising Manager, ME

Sep 2017 - Mar 2022

- Led a team of 4 in the development and execution of an integrated marketing campaign that generated a 10% increase in sales.
- Ideated and executed a social media campaign that resulted in a 15% growth in online traffic.
- Successfully negotiated rates with vendors, resulting in \$5,000 savings for the company.
- Wrote and designed 3 successful email campaigns which achieved open rates above industry average.
- 1: Led team to create ad campaign increasing sales by 10%. #2 Ideated & executed social media plan- increased web traffic by 15%. #3 Negotiated vendor contracts- saved company \$5000. #4 Wrote/designed 3 emails w/ high open rates.

Certificates

Certified Advertising Manager (CAM)

Sep 2020

Certified Digital Marketing Professional (CDMP)

Dec 2018