

Ione Ribner

Advertising Manager

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 campaigns and projects from start to finish. I am a strategic thinker and can think outside the box to come up with creative solutions to problems. I have excellent communication skills and can manage people and resources effectively.

Employment History

Advertising Manager at The Coca-Cola Company, MS

May 2022 - Present

- Led a team of 8 to develop an integrated marketing campaign that generated \$2 million in new revenue.
- Ideated and executed a rebranding strategy for the company's flagship product, resulting in a 5% increase in market share.
- Negotiated media partnerships with top-tier publishers, leading to 30% cost savings on advertising spend.
- Managed ad operations for a portfolio of 20+ brands, totaling \$10 million in annual ad spend.
- Developed and implemented an attribution model that attributed 10% incremental lift to online advertising campaigns.
- Wrote creative briefs for all digital campaigns which resulted in 35% higher click-through rates.

Associate Advertising Manager at PepsiCo, MS

Jul 2017 - Mar 2022

- Led a team of 4 in the development and execution of an integrated marketing campaign that achieved a reach of over 2 million and generated \$1.5 million in sales within 6 months.
- Ideated and created 3 award-winning ad campaigns that increased brand awareness by 15% amongst target consumers.
- Defined key performance indicators, monitored progress, and reported on results for all advertising initiatives.
- Negotiated media rates with vendors to secure discounts up to 35% while maintaining quality standards.
- Managed budgets totaling \$3 million annually across 10+ product lines.

Education

Bachelor of Science in Advertising at Mississippi State University

Sep 2012 - May 2017

Some skills I have learned are effective communication, teamwork, and time management.

Certificates

Certified Advertising Manager (CAM)

Jul 2021

Certified Digital Marketing Professional (CDMP)

Dec 2019

Details

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Links

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

Skills

Marketing

Advertising

Social Media Marketing

Search Engine Optimization (SEO)

Pay-Per-Click (PPC) Management

Google Analytics

Copywriting

Languages

English

Spanish

Hobbies

Organizing social events

Trying new restaurants

Shopping