

Birtie Nellis

Advertising Manager

✉ birtie.nellis@gmail.com

☎ (218) 957-0401

📍 403 North Main Street, Elkhart, IN 46516

EDUCATION

Bachelor of Science in Advertising at Purdue University, IN

Aug 2013 - May 2017

I've learned how to develop creative advertising campaigns, how to research and analyze consumer behavior, and how to effectively use various forms of media to reach consumers.

LINKS

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

SKILLS

Marketing

Advertising

Social Media Marketing

Search Engine Optimization (SEO)

Pay-Per-Click (PPC) Management

Google Analytics

Copywriting

LANGUAGES

English

Russian

PROFILE

I am an experienced advertising manager with over five years of experience in the field. I have a proven track record of success in executing campaigns and achieving objectives. I have a deep understanding of the advertising landscape and know how to effectively utilize various channels to reach target audiences. I am extremely organized and detail-oriented, with strong project management skills. I am also an excellent communicator, both written and verbal.

EMPLOYMENT HISTORY

● Advertising Manager at Google India, IN

May 2022 - Present

- Led a team of 5 in developing an ad campaign that increased sales by 15%.
- Negotiated media rates with vendors that resulted in a 20% decrease in advertising spend.
- Managed budgets for multiple clients totaling \$1.5M annually.
- Wrote copy and designed ads that won 3 industry awards.
- Researched and identified new target markets resulting in a 10% increase in web traffic.

● Assistant Advertising Manager at Yahoo India, IN

Sep 2017 - Apr 2022

- Led a team of 4 in developing an advertising campaign that generated \$2.5 million in revenue for the company.
- Successfully created and executed a social media marketing strategy that increased brand awareness by 20%.
- Developed and implemented a new pricing structure for ad space that resulted in 10% increase in sales.
- Negotiated with vendors to secure discounts on print and online advertising, resulting in savings of 15%.

CERTIFICATES

Certified Advertising Manager (CAM)

Oct 2020

Certified Digital Marketing Professional (CDMP)

Sep 2019

MEMBERSHIPS

American Advertising Federation

National Advertising Division