

Kassandra Halal

Advertising Manager

Profile

Details

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(730) 512-0102

1230 W 116th Pl, Denver, CO 80234

I am an Advertising Manager with over 5 years of experience. I have a proven track record in increasing sales and profits for my clients. I am creative, strategic, and analytical, and I have a passion for advertising and marketing. I am also a strong communicator and team player.

Employment History

Advertising Manager at Facebook, ID

Mar 2022 - Present

- Led a team of 4 in developing an advertising campaign that generated \$2.5 million in new revenue.
- Wrote copy for and designed 3 winning proposals that resulted in \$1.2 million dollars worth of new business.
- Successfully negotiated ad space on 5 major news websites, which led to a 25% increase in web traffic.
- Implemented a targeted social media strategy that increased followers by 15% and engagements by 20%.
- Worked with the sales team to develop an effective upselling program that increased product purchases by 12%.
- Trained 2 junior staff members on all aspects of online advertising, including Google AdWords.

Associate Advertising Manager at Google, ID

Jul 2017 - Feb 2022

- Successfully increased brand awareness by X% through innovative ad campaigns.
- Generated Y million dollars in new revenue through effective management of existing ad budgets.
- Created and executed Z successful social media campaigns, resulting in a reach of ABC users.
- Successfully negotiated advertising contracts with XYZ vendors, saving the company \$10K per month.
- Won "Advertising Campaign of the Year" at annual industry awards ceremony for work on Client A account.

Education

Bachelor of Science in Advertising at University of California, Berkeley

Sep 2013 - May 2017

I have learned how to develop creative advertising campaigns, how to manage a budget, how to negotiate with vendors, and how to work with a team.

Links

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