

Carlisa Sabellico

Assistant Advertising Manager

✉ carlisa.sabellico@gmail.com

☎ (729) 471-5553

📍 3514 Home Street, New Orleans,
Louisiana 70118

EDUCATION

Bachelor of Science in Advertising at University of Georgia, GA

Sep 2012 - May 2017

I have learned how to be creative while still staying within the confines of a budget and timeline.

LINKS

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

SKILLS

Advertising

Marketing

Communications

Public Relations

Writing/Editing

Graphic Design • Event Planning

LANGUAGES

English

Japanese

HOBBIES

Organizing social events

Tutoring children in literacy

Creating digital artwork

PROFILE

I am an assistant advertising manager with over 5 years of experience in the industry. I have a proven track record of successful campaigns and projects that I have managed from start to finish. I am extremely organized and detail-oriented, which allows me to stay on top of all aspects of a campaign. I am also able to think outside the box to come up with creative solutions that get results.

EMPLOYMENT HISTORY

● Assistant Advertising Manager at Coca-Cola, GA

Jun 2022 - Present

- Successfully increased ad sales by 25% through innovative marketing strategies.
- Managed a team of 5 account executives and successfully delegated tasks.
- Successfully completed campaigns for 3 major clients on time and under budget.
- Generated new business leads that led to \$2 million in new revenue.
- Created an award-winning print ad that was featured in Adweek.

● Assistant Advertising Coordinator at Delta Air Lines, GA

Aug 2017 - Apr 2022

- Wrote and designed weekly newsletters for the company's email list, which had a 60% open rate and generated \$5,000 in sales each week.
- Led social media campaigns that increased followers by 15% and engagement by 20%.
- Negotiated with vendors to get discounts on print and digital advertising costs, resulting in a savings of \$10,000 over 6 months.
- Managed budget for all marketing initiatives, staying within 10% of allocated amount each month.
- Wrote copy for website landing pages, increasing conversion rates by 30%.

CERTIFICATES

Google Ads Certification

Feb 2021

Facebook Blueprint Certification

May 2019

MEMBERSHIPS

American Advertising Federation

National Advertising Division