

Mozell Leritz

Media Planner

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☎ (315) 713-8962

📍 1234 Elm Street, New York, NY 10001

EDUCATION

Bachelor of Science in Advertising at University of Maine

Aug 2015 - May 2019

Some skills I've learned are effective communication, teamwork, time management, and creative thinking.

LINKS

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

SKILLS

Media Planning

Advertising

Marketing

Social Media

Project Management

Budgeting

LANGUAGES

English

Portuguese

HOBBIES

Organizing social events

Travelling

Listening to music

PROFILE

A media planner with over three years of experience crafting and executing integrated marketing plans for clients in a variety of industries. I have a proven track record of success in developing cost-effective, high-impact campaigns that drive results. My background includes working with both traditional and digital media outlets to identify the most efficient means of reaching target audiences. I am skilled at analyzing data to assess campaign effectiveness and optimize delivery against objectives. In addition, I possess excellent project management skills and thrive in fast-paced, deadline-driven environments

EMPLOYMENT HISTORY

● Media Planner at WGME, ME

Apr 2022 - Present

- Successfully implemented media plan for major regional retailer, resulting in 15% increase in sales.
- Worked with cross-functional team to develop and execute integrated marketing campaigns that delivered 20% ROI.
- Managed a portfolio of clients with total ad spend of \$5M+, achieving an average savings of 10% through effective Negotiation skills.
- Orchestrated successful product launch by planning and executing multi-channel marketing campaign on time and under budget.
- Grew client's market share by 2 points through well executed digital media strategy.
- Achieved 85% customer retention rate by developing strong relationships with key decision makers.

● Assistant Media Planner at WPFO, ME

Jul 2019 - Mar 2022

- Negotiated with media vendors to secure ad placements within client's budget.
- Developed and implemented an integrated communications plan for a new product launch that resulted in a 12% increase in sales.
- Wrote copy for print, radio, and TV ads that increased brand awareness by 15%.
- Negotiated rates with printing companies that saved the company \$5,000 per month.
- Researched target markets and developed marketing strategies accordingly.

CERTIFICATES

Certified Media Planner (CMP)

Apr 2021

Certified Digital Marketing Professional (CDMP)

Sep 2019

MEMBERSHIPS

American Association of Advertising Agencies (4A's)

Association of National Advertisers (ANA)