

# Hooter A. Owl

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## **Professional Summary**

- Results-driven Advertising Account Manager with 10 years of experience managing high-profile accounts and leading successful advertising campaigns.
- Proven expertise in client relationship management, strategic planning, and campaign execution.
- Skilled in budget management, market analysis, and digital advertising.
- Eager to bring strong analytical skills, creative thinking, and a passion for continuous learning to a dynamic and growth-oriented organization.

## **Work Experience**

Comcast

Philadelphia, PA

### **Advertising Account Manager**

May 2018-Present

- Managed high-profile advertising accounts, leading to a 30% increase in client satisfaction and retention.
- Collaborated with clients, company executives, and sales departments to develop and refine advertising and promotional materials.
- Directed cross-functional teams, including sales, graphic design, media, finance, and research, to deliver cohesive and successful campaigns.
- Analyzed campaign performance metrics, providing actionable insights to optimize future advertising efforts.
- Trained and mentored junior team members, fostering a collaborative and high-performance work environment.
- Established and maintained strong industry contacts, enhancing networking and promotional opportunities.
- Represented the company at industry conferences and trade association meetings, promoting products and services.
- Created compelling communication materials, advertisements, and public relations initiatives to boost product awareness and market presence.
- Engaged with a diverse coalition of organizations and public figures, securing support and action to advance campaign goals.
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Creative Design Group

Philadelphia, PA

### **Advertising Associate**

June 2016-May 2018

- Supported the preparation and review of advertising and promotional materials, ensuring accuracy and adherence to client specifications.
- Collaborated with media outlets to facilitate the dissemination of advertising content, enhancing campaign reach.
- Participated in budget planning and tracking for advertising campaigns, helping to ensure financial efficiency and effectiveness.
- Conducted market research to identify target audiences and gather insights on consumer behavior and industry trends.
- Provided administrative support to senior account managers, helping to streamline processes and enhance efficiency.

Aramark  
**Marketing Strategist Associate**

Philadelphia, PA  
May 2015-June 2016

The Brownstein Group  
**Market Researcher Intern**

Philadelphia, PA  
August 2014-December 2014

### **Professional Affiliations**

American Association of Advertising Agencies

June 2018-Present

- President (2023-present)

Ad Council

May 2014-Present

- Public Relations Committee Chair (2018-2020)

### **Skills**

Computer: Sales Force, Microsoft: Word, Excel, PowerPoint, Google: Analytics, AdWords

Social Media: Instagram, TikTok, Facebook, LinkedIn

### **Education**

**Temple University**, Klein College of Media and Communication

Philadelphia, PA

Bachelor of Arts in Advertising

Concentration: Brand Strategy and Research