





EMILY DAVIS

Advertising Account Executive

CONTACT

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[LinkedIn](#) 

EDUCATION

Bachelor of Business
Administration
Marketing
University of Texas
2011 - 2015
Austin, TX

SKILLS

HubSpot
Facebook Ads Manager
Adobe Analytics
Pay-per-Click (PCP)
Zoho Social
Excel
SEO
Sprout Social
SEMrush
comScore

CERTIFICATIONS

Google Ads Certification

OBJECTIVE

Innovative advertising account executive successful in growing sales through strategic brand positioning. Knowledgeable in building cross-cutting teams to drive product performance, convert new business, and keep in sync with industry-specific tech trends for a company like Sensis.

WORK EXPERIENCE

Junior Account Coordinator

Digital Advertising Solutions

2016 - 2018 / San Antonio, TX

- Reduced bounce rate by 71% from utilizing performing keywords through SEMrush
- Surpassed annual conversion rates by 31% through lead follow-up on 202 businesses
- ***Drove customer experience by 42%*** through customized communication on HubSpot
- Optimized ad posting time through Facebook ad Manager, boosting engagement by 73%

Advertising Intern

Creative Ad Agency

2015 - 2016 / Austin, TX

- Incorporated Adobe Analytics in designing customer-eccentric communications that enhanced ad impressions by 87%
- Coordinated invoicing on Excel, which ***improved payment compliance to 98%***
- Generated actionable insights for social media ads using Sprout Social and doubled lead generation to 75%
- Closed 500K in one quarter by pursuing 6 leads

PROJECTS

Social Media Marketing Campaign

Content Creator

2015

- Designed a pay-per-click campaign to engage 2.1K visitors daily at 51% less bid than competitors
- Developed a dummy SEO strategy to ***reduce page load time by 66%***