

Kacey Moat

Advertising Director

Profile

A professional with over 5 years of experience in the advertising field. Expertise in developing strategies, planning budgets, and managing teams. Proven track record in executing successful ad campaigns that generated positive results for clients. Skilled at building relationships with clients and co-workers alike. An energetic problem solver who is always looking for new ways to improve processes

Employment History

Advertising Director at an advertising agency at Campbell Ewald, CO

May 2022 - Present

- Successfully launched an advertising campaign that increased sales by 20%.
- Managed a team of 15 people and met all deadlines.
- Negotiated contracts with vendors to save the company 10% on print costs.
- Trained junior staff members in best practices for online advertising.

Advertising Director at a marketing or media company at Leo Burnett Tailor Made, CO

Jul 2017 - Mar 2022

- Developed and implemented successful advertising campaigns that generated millions in revenue for the company.
- Led a team of advertising professionals and helped to mentor junior staff members.
- Negotiated favorable rates with media outlets and secured prime placement for advertisements thereby ensuring high visibility for the company's products or services.
- Monitored consumer trends and competitor activity closely to identify market opportunities and adjust pricing or messaging strategies accordingly on-the-fly without missing a beat.
- Flawlessly executed ad campaigns from concept through completion while staying within budget - an amazing feat considering some large scale commercials implied working with tight deadlines.

Certificates

Google AdWords Certification (GAAC)

Jul 2020

Facebook Certified Planning Professional (FCPP)

Aug 2018

HubSpot Inbound Sales Certification

Oct 2016

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Education

Bachelor's in Business at Massachusetts Institute of Technology, Cambridge, MA

Aug 2013 - May 2017

Some of the technical skills I learned while studying for my bachelor's degree include marketing, advertising, communications, and business.

Links

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

Skills

Leadership

Strategic Planning

Financial Analysis

Marketing Research

Brand Management

Advertising Budgeting and Pacing

Languages

English

Portuguese