



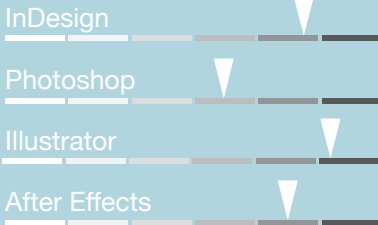
ALEX MARIE BRAUNECKER

MEDIA EXPERT & DESIGNER

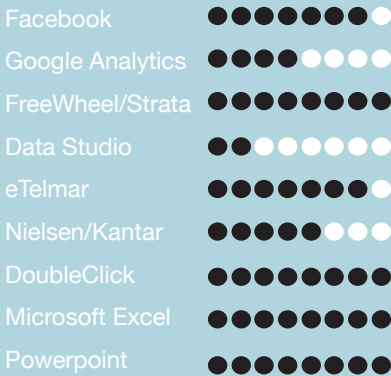
CONTACT

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- linkedin.com/alexbraunecker

DESIGN SKILLS



MEDIA SKILLS



LEADERSHIP & INVOLVEMENT

Pi Sigma Epsilon
2016 Promotions Director
2017 Vice President of Public Relations

American Advertising Federation
2017 National Student Advertising
Competition Pitch Team

Cardinal Metrics
Presentation & Research Team

Moov Media
Branding Team & Instagram Manager

EXPERIENCE

TM Advertising | Associate Media Planner - July 2018 to Present

- Developed media tactical plans for clients across a variety of industries and markets
- Collaborated with media, creative and account teams regarding digital opportunities
- Presented campaign recommendations, plans and results to internal teams
- Evaluated media proposals and negotiated rates by channel standards
- Reconciled monthly billing and invoice discrepancies
- Maintained and developed partner relationships to ensure the client received the extraordinary service across all campaigns
- Managed budgeting spreadsheets, buys and contracts across all channels
- Supervised pacing for all paid social, digital and search campaigns; in addition to ensuring vendors were meeting KPI benchmarks
- Trained and assisted colleagues that were unfamiliar with the media trafficking process
- Assisted with new business research and powerpoint presentations
- Executed agency paperwork required for delivery of the media campaigns (ATBs, insertion orders, spec sheets, etc)
- Applied analytical thinking and exceptional knowledge of Microsoft Excel for the compilation of reports (i.e. delivery summaries, DCM/Paid Social performance reporting)
- Assisted in the development of POVs and evaluations of media opportunities
- Managed social media ads served through Facebook, Instagram, Snapchat and LinkedIn

Jackie's Travel Service | Travel & Media Specialist - January 2018 to July 2018

- Updated website utilizing HTML & CSS code
- Designed brochures, flyers, itineraries and newspaper ads for promotional use
- Quoted flights, packages and other vacation options for a variety of clients
- Educated co-workers on updated Apollo/Smartpoint/Travelport system in order to improve efficiency and client relations

Right Choice Group | Marketing Specialist - January 2018 to June 2018

- Managed and updated website that complimented the brand image
- Designed social media posts that appeal to target audiences

- Wrote blog posts that were relevant to consumer needs and interests

Shamrock Cabinets | Marketing Intern - May 2016 to January 2018

- Created social media content for platforms
- Updated company catalog and marketing materials

Dynamic Dallas Solutions | Marketing Intern - May 2017 to July 2017

- Shadowed interviews and trained new hires the sales presentation and product knowledge
- Adjusted content of sales presentation based on the volume of scripts and progression of communication for each prospect
- Kept management informed by submitting daily sales activity and communicating progress weekly

NVS Design | Graphic Designer - May 2015 to August 2015

- Designed logos, flyers, billboards and certificates according to client requests
- Created visuals that complimented the brand and were consistent with clients' goals and objectives

EDUCATION

Ball State University | Bachelor of Science - August 2013 to December 2017

Major: Marketing & Advertising

Major Concentration: Media Planning; Strategy & Management