

:: nikki bruner

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:: objective

To obtain a permanent account service career opportunity where my advertising and marketing knowledge and experience in both traditional and interactive mediums allow me to provide a valuable contribution to an agency.

:: experience

Right at Home

Omaha, NE

Marketing Coordinator

Support Right at Home's corporate marketing department on a temporary basis. Collaborate with the agency on a brand campaign launch which includes website development, photography, video, collateral and tradeshow components. Assist agency with public relations and franchisees communication efforts. Work closely with vendors and franchisees in regards to advertising and marketing materials such as e-newsletters, traditional newsletters, internal and external weekly updates and daily communication. Maintain and monitor timelines, budgets and client email database.

VML

Kansas City, MO

Account Manager

[AECOM, DKMS Americas, Ernst & Young, HomeGoods, Marshalls, T.J. Maxx]

Effectively managed and executed interactive marketing and advertising for multiple high-end clients. Developed strategy, timelines, budgets and profitability for both agency and its accounts in the media landscape of digital insights, analytics, websites, blog sites, search engine optimization, e-newsletters, mobile and online banner campaigns. Acted as liaison between clients and agency in a fast-paced, team environment to ensure successful collaborations, leading to the satisfaction of clients' standards.

Bernstein-Rein

Kansas City, MO

Interactive Account Executive

[Beauty Brands, Christopher Elbow Chocolates, Commerce Bank, Epic Wake Boats, Kansas City Zoo, Kasil Denim, McDonald's, SunCom Wireless, United Online, The West Edge Development Project]

Managed the interactive side of national, local and pro-bono accounts. This included introducing and implementing fresh ideas and strategies that led to successful development, organization and execution of websites, microsites, guerrilla, e-marketing, rich media, flash and static banners, viral marketing, search engine optimization and social networking support. Monitored strict project timelines as well as accounts' billings and profitability. Worked closely with the clients and team members to ensure standards and satisfaction were met.

Account Executive

[Wal-Mart]

Supported strategic development and execution of the 2006 Wal-Mart "Be Bright" holiday campaign. Managed daily photo shoots and innovative methods to classify each product element into the

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campaign. Led team with organizational skills and attention to detail to ensure quality and timelines of campaign, resulting in local and national award-winning television, radio, print and cinema ads.

Assistant Account Executive

[Carando Foods, Farmland Foods, Thrifty Car Rental]

Established and supported strategies for national and local print, radio, television, outdoor, direct mail, interactive and collateral campaigns. Oversaw accounts' billings, media landscape and profitability along with implementing organizational and time management skills in a fast-paced, team environment.

Swanson Russell Associates

Lincoln, NE

Account Coordinator

[Exmark, Gateway, Leupold, Profile, Scotts]

Administered and executed multiple collateral campaigns on agency accounts where organizational, time management, proofreading and grammar skills were used daily.

:: volunteer

AAF – Omaha Meet the Pros

Omaha, NE

Provided one-on-one portfolio advice to advertising and design college students.

Head for the Cure

Kansas City, MO

Raised awareness and funding for brain cancer research.

Junior Achievement of Lincoln

Lincoln, NE

Mentored high school students by providing key concepts and abilities to obtain the full potential of a career and successful future.

:: education

University of Nebraska

Lincoln, NE

Bachelor of Journalism and Mass Communications

May 2003

Major: Advertising

Minors: English, History, Psychology

Sorority: Alpha Omicron Pi

:: skills

Computer: Proficient in Macintosh and PC platforms.

Foreign Language: Un poquito de Español.