

# BRITTANY CLARK

## DIGITAL MARKETING.PROJECT MANAGEMENT. PAID MEDIA

### CONTACT INFORMATION

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### VOLUNTEERING

#### Co-Content Director

*American Marketing Association*

*2019 To Present*

- Developed content plan for Atlanta Chapter.
- Authored content bi-weekly for newsletter and website.

#### VP of Public Relations

*Buckhead Business Association*

*2019 To Present*

- Created content to promote events.
- Composed outreach to promote events and gain new members.

### HIGHLIGHTED SKILLS

- Story telling
- Excellent Communication Skills
- Relationship Building
- Negotiation
- Advertising Strategy and Account Management for Fortune 100 Companies
- Copy Writing
- Outreach

### CERTIFICATIONS AND AWARDS

- Google Ad's Search and Video Certified
- IAB Digital Sales Certified
- CMG Next Gen 2019
- Mississippi AP Broadcasters Association Best Documentary and Best College Television Newscast 2016

### PREVIOUS EXPERIENCE

#### Media Consutlant-Agency Focus

*COX MEDIA GROUP*

*2019 TO PRESENT*

- Managed over 5 million dollars in paid media and advertising.
- Developed over \$550,500 net in new business in one year.
- Negotiated with agencies on quarterly buys.
- Forecasted and identified account attrition and growth.
- Implemented media strategy for large clients including Kroger, Coke, Zaxbys, Honey Baked Ham, and AT&T.

#### Sales Associate

*COX MEDIA GROUP*

*2017 TO 2019*

- Managed performance of digital and traditional media campaigns.
- Monitored and guided clients in creative process.
- Created marketing campaign that resulted in 56% lift in search results.

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#### Sales Assistant

*CBS TELEVISION STATIONS*

*2015 TO 2017*

- Assisted sales team with order entry, discreps, Invoicing.

### PREVIOUS EDUCATION

THE UNIVERSITY OF MISSISSIPPI

Meek School of Journalism and New Media  
Bachelor of Arts in Journalism  
Broadcast Emphasis & Public Relations  
Specialization.

- Chancellor's Honor Roll & Dean's List
- Who's Who 2016