

HALEY LANDSMAN: landsman.weebly.com | [616.402.0502](tel:616.402.0502) | haley.landsman@gmail.com

EXPERIENCED ACCOUNT MANAGER SEEKING POSITION IN ACCOUNT, PROGRAM & PROJECT MANAGEMENT

EDUCATION

Marquette University: Bachelor of Arts

(Aug 2004 – May 2008)

Majors in: Advertising, Public Relations; Minor: Marketing

EXPERIENCE

Fullhouse – Account Executive on the Johnson Controls Team

(Nov 2010 – Present)

- Develop pitches, budgets & statements of work for projects & programs with various budget ranges
- Work with Experience Design, Project Management, Technology & leadership to execute web, application, email, social media, PPC & SEO projects
- Handle day-to-day communication between clients, designers, developers, and web marketing team members
- Management of multiple projects from beginning to completion including Institute for Building Efficiency (Johnson Controls), BMA Milwaukee 'Bell Award', & BMA National 'B2 Award of Excellence' winning campaign; & the Buildings that Work, BMA Milwaukee 'Excellence Award' winning, campaign

Koss Corporation – Public Relations Coordinator

(Sep 2009 – Sep 2010)

- Acted as the media contact under President/CEO, Michael Koss
- Collaborated with Koss' agencies: Hanson Dodge Creative, Branigan Communications and Triple Play
- Worked with customer service and updated Koss.com (using the Lotus Notes Content Management System) with updated product descriptions and Recent News and Events
- Developed and activated email and SEO campaigns in conjunction with the team at Hanson Dodge

GMR Marketing – Account Executive on the Bank of America Team

(Jun – Dec 2008)

- Program development, implementation, management and ensuring client satisfaction
- Maintained positive and consistent client interaction, traveled regularly, and collaborated with other teams at GMR
- Coordinated efforts geared toward various target markets, including *Broadway in Bryant Park* (a six week New York City promotion), and various student focused programs executed in 11 malls and on 32 college campuses

Mountain Dew – Lead Brand Representative through RepNation

(Jul 2007 – May 2008)

- Executed the Dew DIY and DEWmocracy campaigns for Mountain Dew on Marquette's campus
- Recognized among the top 10 DIY campaign programs in the nation

George Webb – Consultant, PR Coordinator and Creative Director

(Oct 2006 – May 2008)

- Developed and executed grassroots public relations and advertising

CORE STRENGTHS

- Account & Client Relationship Management
- Project Management
- Content Management
- Social Media Marketing
- Search Engine Marketing
- Web Analytics & Reporting

TECHNICAL ABILITIES

- Microsoft Office 2003 – 2007 (Word, PowerPoint, Excel, Outlook, Access)
- Authoring and Content Management on systems such as Kentico, Day Communiqué, Lotus Notes and WordPress
- Email Marketing using ExactTarget, Constant Contact and MailChimp
- Adobe Creative Suite 4 (Photoshop, Illustrator)

OTHER EXPERIENCE & AFFILIATIONS

- **Milwaukee Food Tours**, Tour Guide and Marketing Consultant (Apr 2010 – Present)
- **Newaukee**, Social Media Director and Event Coordinator (Dec 2008 – Present)
- **#MKEBowling**, Created a fundraiser for the Multiple Sclerosis Society (Apr – May 2010)
- **Vivid Marketing**, Market Manager (May 2010 – Present)
- **100 Monkeys Inc.**, Brand Ambassador (Cricket, Aurora and the MAM) (Apr 2009 – Oct 2010)
- **MilwaukeeDrinks.com**, Consultant and Senior Sales Executive (Mar 2010 – Aug 2010)
- **Luci Boutique**, Social Media and Event Marketing Consultant (Oct 2008 – Jan 2010)
- **Marquette's LEAD Center**, Student Organization Program Assistant (Dec 2005 – May 2008)
- **Citadel Broadcasting WHTS 105.3 "Hot" FM**, Promotion Staff (May – August 2006)
- NSAC District 8 – Marquette University Team Lead and Account Executive, placed 2nd (2008)
- Marquette University's "Greek Junior of the Year" based on leadership and service (2007)