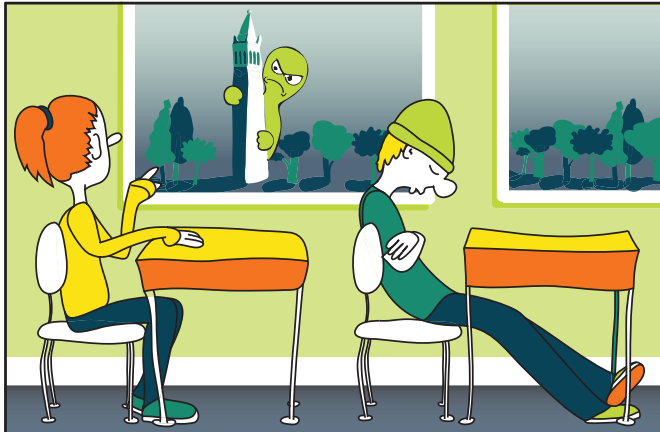


Merin Clark

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& the Battle for a Job



Unemployment has always been lurking, but Merin was always able to keep it at bay.

But now, fed by a bad economy, Unemployment was steadily growing greater, stronger, and more powerful.



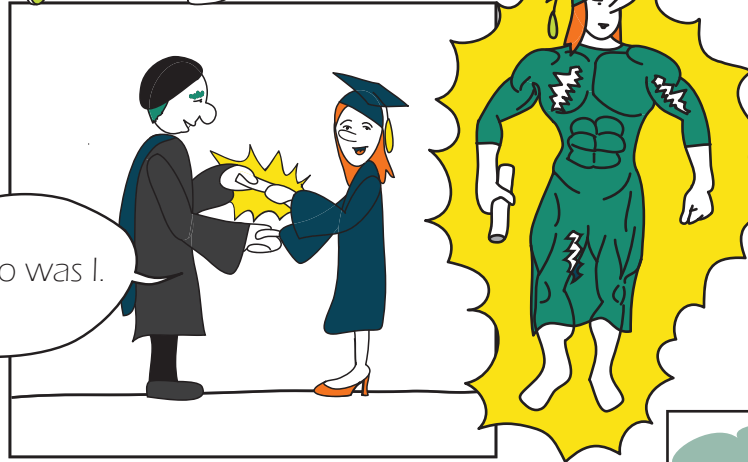
You will not escape my mail merge! Or my...

WORD.

POWER POINT!



You got served.



And so was I.

But most of all, my experience as the Project Coordinator at Black Bag Advertising prepared me to defeat Unemployment once and for all. With new skills such as competitive landscape research and analysis, SEM copywriting, trafficking, managing Social Media and Display campaigns, I was equipped with the marketing tools to be an asset to any marketing Super-Team.



Not so fast!

I trained as an administrative assistant so I could, uh, Excel?

NCAA Academic All-American



Prepare to meet your doom, Unemployment!

What I've Done

UC Berkeley - Graduated May '09

Major: American Studies, Popular Culture

Balanced studies with "after school" jobs at Café Intermezzo, Raleigh's, American Apparel, Peet's Coffee & Tea, and Internship at SF Works.

NCAA Division I Field Hockey - Academic All-American award.

Black Bag Advertising - Project Coordinator - 9/2009 - 3/2010

Optimized display campaigns by overseeing communication among media team.

Augmented campaign effectiveness through competitive landscape research.

Created trafficking tags and SEM copy.

Tackled billing, CRM, and office management.

Enhanced effectiveness of media plans through decisive and continued modifications and negotiations with publishers.

Experience with advertisers from a wide range of fields, including finance, software, consumer packaged goods, alcohol, quick serve restaurants, and automotive.

SF Works - Administrative Assistant - 2/2009 - 7/2009

Funder outreach and event coordination, finance, letter-writing, CRM (Salesforce), editing, calendaring, and reception.

What I'll Do

Pursue a career in advertising with relentless hard work and research to remain informed on all aspects of and changes within the industry

Make practical decisions and solve problems creatively

Communicate effectively to coworkers, superiors, clients and publishers.

Value honesty and integrity within and outside of the workplace.

Be a life-long learner and pursuer of new ideas and innovative ways of creating and running marketing campaigns with a focus on performance.

Appreciate intense and serious situations while maintaining a sense of humor and ability to have fun.

Become obsessively focused on improving the art and science of marketing.

Create advertising campaigns that both entertain and influence consumer behavior.

REFERENCES:

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