

Reese King

Digital Account Executive

Creative digital Account Executive with 5 years of experience managing marketing and ad accounts for national consumer brands

Blends digital strategy with client-facing delivery, including campaign performance tracking, upselling, and creative coordination.



PERSONAL INFORMATION

 (000) 000-0000

 email@email.com

 Los Angeles, CA

KEY SKILLS

- Digital advertising strategy
- Campaign analytics
- Google Ads and Meta platforms
- Client reporting
- Content coordination

PROFESSIONAL EXPERIENCE

January 2021 - Present

Digital Account Executive, PixelEdge Agency, Los Angeles, CA

- Managed 30+ active client campaigns totaling \$1.8 million in annual spend
- Increased upsell revenue by 25% through additional creative service packages
- Reduced client churn from 15% to 8% by improving reporting clarity

June 2019 - December 2020

Marketing Account Coordinator, Nova Media Group, Los Angeles, CA

- Assisted with campaign setup, reporting, and weekly client meetings
- Tracked KPIs that helped increase ROAS by 18%
- Supported the onboarding of 10 new clients over two quarters

EDUCATION

Bachelor of Arts in Advertising

California State University, Northridge | 2019