

KATE HILL

Account Manager

Tel: 07917 207664
E-mail: Kate_alder@hotmail.com

ABOUT ME

I am a confident, driven individual who has vast experience within the TV advertising industry- specifically working across TV and cross platform campaigns. For the most part I have worked within the kids TV market so I have extensive knowledge of the world of kids and mums. I am a highly motivated individual who has excellent communication skills.

SKILLS & PROFICIENCIES

- Account management
- Negotiating
- Presenting
- Media maths
- Strong communicator
- Attention to detail
- Basic French and Spanish

INTERESTS AND HOBBIES

- Reading
- Travel
- Exercise
- Cooking

EDUCATIONAL BACKGROUND

(BA Hons) Business Studies 2:2
Bournemouth University
2002 to 2008

WORK HISTORY

Account Manager

Warner Media

August 2014 to December 2020

- Managing sales executive
- Pitching and implementing cross platform campaigns
- Forecasting agency spends
- Presenting to agencies about upcoming content
- Maintaining and developing agency relationships
- Managing agency deals
- Increasing agency/advertiser spends/shares
- Generating new business through new advertiser spend

New Business Development Manager

Warner Media

August 2012-August 2014

- Targeting new advertisers to the channel
- Managing portfolio of clients
- Working on sponsorship campaigns including digital
- Managing "new to TV" clients through the creative process to get them on air
- Liaising with our in house creative team to get adverts created and ready to go on air

Sales Executive

Warner Media

Oct 2008- August 2012

- Managing day to day admin of agencies
- Managing agency reconciliation
- Liaising with sales operations regarding any copy issues

Sales Executive

ITV

Oct 2006-Oct 2008

- Managing agency costs
- Maximising efficiencies
- Coordinating late sales
- Building relationships
- Managing the sales assistant