

Alison Barker

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Profile

Experienced Account Manager with a strong track record of gaining responsibility and improving client relationships. Thrives in a fast-paced environment and believes that there's always something new to learn.

Experience

LivIntent / Advertising Account Manager

MAY 2015 - PRESENT, Austin TX & Seattle WA

- Manages \$3MM+ in advertising spend per year through direct advertisers and agencies
- Consults clients on strategy and optimizations for their advertising campaigns via email, phone, and inperson meetings
- Runs campaigns beta testing new features for LivIntent, providing feedback to product teams while managing client expectations
- Advises clients on all aspects of campaign management - creative best practices, pixel implementation, optimizations, troubleshooting
- Manages Account Coordinator's development and deliverables

LivIntent / Advertising Account Coordinator

OCTOBER 2014 - MAY 2015, Austin TX

- Assisted Account Manager and Account Executive by putting together proposals and presentations with Excel, PowerPoint, and ClearSlide
- Spearheaded initiative to provide billing notes to the accounting department each month, resulting in less invoice errors and customer complaints

IZ-ON Media / Field Solutions Program Specialist

MAY 2013 - JULY 2014, San Francisco CA

- Managed IZ-ON's involvement in projects with Walmart and Costco
- Worked with vendors to ensure that reusable equipment gets returned to the company, resulting in a 20% increase in amount of equipment returned

RedPrairie / Account Manager

SEPTEMBER 2011 - JANUARY 2013, San Francisco CA

- Managed client relationships for a SaaS inventory management software solution.

Charlston, Revich & Wollitz LLP / Assistant to Partners

NOVEMBER 2010 - SEPTEMBER 2011, San Francisco CA

- Assisted seven attorneys with administrative support and trial preparation.
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Education

University of Southern California / B.A., International Relations

AUGUST 2007 - DECEMBER 2010, Los Angeles CA

- 3.14 GPA
- Semester abroad in Madrid, Spain