

PAUL LINVILLE

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Experience

Flynn Wright Advertising Agency

Media Certification Intern | 2023- Present | Des Moines, Iowa

- Create paid digital advertising campaigns targeted based on geography, behavior, demographics, and psychographics
- Integrate organic and paid search, social, and digital content
- Create innovative media buying solutions that solve complex client issues, enable accurate measurement, and maximize ROI
- Execute media buys in local, regional, and national print media

Drake University Board of Student Communications

Advertising Manager | 2022-Present | Des Moines, Iowa

- Optimized print and digital advertising space for six student publications into a revenue-driving product

Drake University Communications & Marketing

Photo Bureau Manager | 2022-Present | Des Moines, Iowa

- Facilitate communications between the marketing department and student photographers
- Ensure events are covered by either a student or contract photographer
- Organize files through the image hosting service SmugMug

International Lyric Academy

Marketing Consultant | June-August 2022 | Vicenza, Italy

- Recorded and edited audio and video for events, producing over thirty hours of content
- Served as an advisor to General Manager in both creative and strategic executions

The Cedar Rapids Country Club

Marketing Coordinator | 2020-2023 | Cedar Rapids, Iowa

- Executed digital campaigns to increase venue rentals
- Proactively identified and resolved pain points, resulting in optimized KPIs and increased member satisfaction
- Managed and produced content for all CRCC-related media accounts
- Created targeted email lists for management to reach members more effectively
- Provided an exceptional customer service experience and consistently exceeded members' expectations

Education

Bachelor of Arts- Journalism & Mass Communications | Drake University | May 2023

GPA: 3.45 | Advertising Major | Marketing Minor | Music Minor

Certifications

Google Analytics Certification | Google Digital Academy | Skillshop

Programmatic Essentials | Basis Technologies

Digital Media Essentials | Basis Technologies

Reddit Ads Formula | Reddit Fundamentals Exam

Social and Behavioral Research | CITI Program

Contextual Targeting Essentials | Basis Technologies