



ABOUT

I'm an Account Executive with a love of great ads and a galaxy far, far away. I have 3 years of experience in creative advertising and production.

EDUCATION

DePaul University

Chicago, IL | 2016-2020

Bachelor of Arts in Public Relations & Advertising

Minors: Advertising Creative, Event Planning, & Sociology

- GPA: 3.9
- Member of The Ad Society; Outstanding Achievement & Leadership award recipient
- Media team leader for the 2020 National Student Advertising Competition
- Contributing writer & event coordinator for Her Campus DePaul

PROFESSIONAL SKILLS

Skills: Digital asset management

Tools: Slack, Sprout Social, Meta Ads Manager

Software: Office 365, Google G-Suite

CONTACT



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MICHELLE BLAHNIK

WORK EXPERIENCE

Account Executive

The Escape Pod

Chicago, IL | October 2020 - Present

- Manages and supports the development and delivery of a variety of client deliverables ranging from presentation decks, campaign reports, account finances and status documents with adherence to strategic plans and clear project briefs
- Demonstrates ability to lead creative strategy and production of video, print, digital, social, shopper, and OOH assets based on understanding of relevant business goals and relevant consumer insights
- Lead internal agency teams with excellent project management and time management skills; effectively communicate client direction and feedback in a timely manner while juggling multiple projects
- Demonstrates relationship-building and team skills with both clients and inter-agency teams (IAT) through regular electronic and face-to-face communication; serves as the leader to keep projects moving and address problems on a day-to-day basis for clients and IAT
- A self-starter; ability to work independently with minimum direction while managing up to agency leadership when needed
- Ability to think critically to solve problems and is resourceful in gathering data and addressing issues to contribute to solutions, including in situations that require quick thinking
- Expresses excitement to improve and learn new tools and work within a variety of disciplines including Account Management, Project Management, Strategy, Creative Development, Influencer Marketing, Media Planning and Buying, and Production
- Demonstrates passion and curiosity for the client category, staying abreast of the agency/client business through competitive analyses and industry information, and proactively educates the agency team and client about developments and implications as it pertains to the overall business problems and opportunities

Resident Advisor

DePaul University Department of Residential Education

Chicago, IL | August 2017 - March 2020

- Maintained connections with first-year residents through consistent interaction, electronic communication, and assessing of their needs
- Fostered community by promoting and executing campus events, including social justice and inclusion based initiatives and career exploration programs
- Functioned in sudden, fast-paced incidents requiring immediate response to residents' physical, mental, and emotional concerns by collaborating with university staff to gather information, determine appropriate resources, and support students in crisis

Junior Social Media Coordinator

ext.54

Chicago, IL | May 2019 - August 2019

- Led execution of an event for Dallas-based luxury hotel for National Ice Cream Month by coordinating program itineraries and details with client, vendors, and local businesses
- Created monthly social media strategies and content calendars for multiple clients; Executed social media campaigns by developing images, video, and copy
- Collaborated with partner agency personnel to write website copy for realty office client
- Regularly worked with influencers to create organic engagement with ext.54 clients to support marketing and media relations strategies and campaigns
- Prepared data reports using press and social media clippings
- Supported additional operational and administrative functions, including note-taking during brainstorming sessions and client meetings