

SAMRIA VALLIANI

ACCOUNT SERVICE PROFESSIONAL

CONTACT

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EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

- BS in Advertising
- Spring '22

THE UNIVERSITY OF TEXAS AT NEW YORK

- Advertising Internship Program
- Summer '21

SOFTWARE SKILLS

- Advantage Project Manager
- Microsoft Suite
- Adobe Suite
- Workfront
- Google Analytics
- Google Drive
- Falcon.io
- Sharepoint

INTERESTS

- NBA Basketball
- Vintage Fashion / Thrifting
- Event Planning
- Dogs
- Coffee & Matcha
- Traveling

WORK EXPERIENCE

TPN

Account Executive | E-Commerce Advertising

AUGUST 2023 - PRESENT

- **Grocery Programs:** Implement programs for consumer packaged goods with retailers such as Walmart, Kroger, and Costco for full-scale mass, national, COE, and consumer promotion initiatives
 - Brands: Danone (Oikos, International Delight, StoK, Silk, REMIX), Nonni's Biscotti
- **Media Programs:** Manage and execute rich media programs with partners such as Aki, Kargo, Ogury, and Shopkick to enhance client campaigns within the grocery retail space
 - Owned & managed the Costco Bee Better Silk Program which resulted in over \$4 million dollars in Click to Cart transfer value
 - Owned & managed the Target Kargo REMIX program which resulted in over 200,000 cart transfers within one month
- **Financial Management:** Prepare job estimates, manage account finances, and ensure projects adhere to budgetary constraints.
- **Cross-Functional Collaboration:** Manage internal teams including Creative, Media, Planning, and Strategy as needed for projects
- **Client Facing Role:** Manage daily communication with clients which includes finance management, project management, and sending and receiving project updates and feedback collection.

Slingshot

Account Coordinator | Brand Marketing

MAY 2022 - AUGUST 2023

- **Client Management:** Oversaw projects for four clients, including print/video productions, media campaigns, and events, ensuring effective communication with internal teams and external stakeholders.
- **RFP Responses:** Coordinated and prepared responses to RFPs, organizing internal workstreams and tracking timelines to meet submission deadlines.
- **Timeline and Budget Management:** Used Excel and Outlook to manage project timelines and budgets, ensuring on-time and within-budget delivery.
- **Quality Control:** Ensured high-quality deliverables through meticulous proofreading and adherence to client objectives.
- **Documentation:** Authored meeting notes and maintained retainer reports, translating team contributions into client-friendly formats for accurate resource tracking.

Socialfly

Account & Strategy Intern | Social Product Marketing

MAY 2021 - AUGUST 2021

- **Content Creation:** Developed and managed social media content for three consumer brands to boost engagement.
- **Social Listening:** Generated weekly and monthly reports using Falcon.io to assess and compare social media strategy effectiveness against competitors.
- **Post Scheduling:** Scheduled and managed weekly social media posts across all accounts via Falcon.io.
- **Copywriting:** Crafted engaging captions for posts across various social media platforms.
- **Client Interaction:** Engaged in client meetings to understand their objectives and needs.
- **Consumer Insights:** Conducted surveys and interviews with moms for MAM Baby, using insights to create impactful consumer-generated content.
- **Content Planning:** Collaborated with the accounts and strategy teams to develop monthly content calendars for Shops at Columbus Circle.

Elite Content Collective

Project Management Intern | Real Estate Marketing

FEBRUARY 2021 - MAY 2021

- **Growth Initiative:** Led efforts to onboard real estate professionals, leveraging a deep understanding of subscription offerings and value propositions.
- **Content Creation:** Published real estate content for ECC subscribers via blog posts, integrated into a broader social media marketing strategy.
- **Social Media Management:** Designed and produced six weekly content pieces for Instagram and LinkedIn to attract ECC subscribers.
- **Website Development:** Built and maintained the official Elite Content Collective website using Kajabi.