
ANNIE KEARNS



ANNIEKEARNS2018@OUTLOOK.COM



0452 565 901



[LINKEDIN](#)

PROFILE

Versatile **Senior Account Manager** with three years' experience in client services and project management. Dedicated to going above and beyond to ensure all projects are delivered to a remarkable high standard and clients receive an exceptional service.

Digital marketing is my core area of experience, with branding, strategy, and events management skills also developed throughout my career.

SKILLS

- Clear communicator
 - Experienced in balancing critical and conflicting deadlines
 - Sound financial experience
 - Creative problem solver
 - Delegator
 - Provider of exceptional client services.
-

AREAS OF EXPERIENCE

- Account management – 3 years
-

EXPERIENCE

ADMINISTRATION OFFICER (TEMP) ATTRIBUTE GROUP - SYDNEY

October 2018 – Present

Managing all daily administration activities throughout the business. Including drafting all employment contracts and ensuring online recruiting systems are continually checked and updated.

Key achievements

Introduction of a web-based project management system (Trello) that has replaced an outdated paper system previously used to on-board new contractors. The system has been implemented throughout the HR and administration departments, enabled by my pitch presentations and training.

SENIOR ACCOUNT MANAGER PRINCIPALS - SYDNEY

June 2018 – September 2018

Provided strong project and stakeholder management for high-profile clients such as The University of Queensland in this 3-month contract role. Leading all elements of client projects by driving solid communication through daily and weekly VIP's, ensuring responsibilities and deadlines were clear and tracked throughout.

Financial management of all projects by consistently monitoring budgets spanning \$10K - \$450K. Using the accounting software Accountability, ensuring projects remained profitable and key resources across the business were utilised and not over or under used.

Key projects I delivered included digital, print, photography, branding, strategy and language. With certain projects encompassing all areas when clients overhauled their physical appearance and cultural strategy.

Key Achievements

Successfully delivered a \$110K digital and print brand book. The project was delivered within deadline and within budget by executing daily 10-minute VIPs with designers and content writers to communicate responsibilities for each day, available hours remaining on the project, and collaboratively talking through project obstacles to deal with issues at the start of each day.

SENIOR ACCOUNT MANAGER ACTIVEWIN MEDIA - UK

February 2017 – November 2017

Managing digital marketing activities for high profile UK iGaming clients, such as Foxy Bingo and Betfred Casino. Facilitating communication between clients and internal stakeholders to ensure client briefs were molded into project plans and clearly delegated to internal employees such as PPC managers and graphic designers. Digital projects covered digital campaigns which were continually monitored in preparation for

-
- Project management – 3 years
 - Client services – 4 years
 - Events management – 4 years
 - Digital marketing – 3 years
 - Administration – 1 year.
-

SYSTEMS

- Accountability – intermediate
 - Income Access - advanced
 - Excel – intermediate
 - Word – advanced
 - OneNote – advanced
 - Trello – advanced
 - Basecamp – advanced.
-

AVAILABILITY

- Two weeks' notice at current role.
-

weekly client WIPs to communicate the lifecycle of the campaign and ROI's.

Driving all planning and execution of two exhibit stands for quarterly iGaming conferences, attracting 5000+ delegates per event. Google project applications were utilised to negotiate and deliver all merchandise, print materials, entertainment, and stand design and build execution.

Key projects I delivered included social, SEO, CRM, PPC, media buying, and affiliate marketing.

Key achievements

Successfully managing a large-scale data migration and re-branding project for a digital client, whilst simultaneously planning the largest exhibit stand ActiveWin had executed in its iGaming conference history. This is a key achievement as the data migration and re-branding project was delivered early, which enabled the client to advertise their new look and data platform at the iGaming exhibit stand.

ACCOUNT MANAGER ACTIVEWIN MEDIA - UK

February 2016 – February 2017

Managing digital marketing activities for high-profile UK iGaming clients such as Betfred Casino, Betfred Games, and Bucky Bingo. Chairing weekly client and stakeholder WIPs to clearly communicate project updates and campaign performance data.

Breaking down all client briefs into project plans and proving clear briefing sessions for internal departments, to ensure deadlines and budgets were understood. The affiliate marketing data tool Income Access, presented data issues to be investigated. Methods of investigation included weekly meetings with internal business analysts to drive down into problems and brain storm solutions, as a large portion of the business depended upon the data for campaign ROI's.

Key involvement in planning and executing one exhibit stand for quarterly iGaming conferences, attracting 5000+ delegates per event. Working with the Head of Account Management to organise sponsorship opportunities, merchandise, and print materials.

Key projects I delivered included social, SEO, CRM, PPC, media buying, and affiliate marketing.

Key achievements

Successfully planning and launching a tiered online customer loyalty program for the 'elite' customer. The project included graphic design, web development, and content writers.

The project was a key success as it was delivered within deadline and received 90% positive feedback from users, with key comments such as "the [online] loyalty shop is very easy to navigate and makes me excited to see the next [tiered] level!".

ACCOUNT EXECUTIVE ACTIVEWIN MEDIA - UK

July 2015 – February 2016

Junior management of digital marketing activities for UK iGaming clients. Assisting the account management team in preparing project plans and liaising with internal teams to ensure daily and weekly jobs were moving forward.

Attending all client meetings to take minutes and record all internal and stakeholder actions, ensuring all project documents were formatted and circulated pre and post meetings.

Providing support to account managers by briefing graphic designers and content writers to ensure creative elements were produced within deadline. Also working with the compliance team to ensure all iGaming creative content was compliant in relation to UK gambling advert regulations.

Key projects I was involved in included social, CRM, PPC, compliance, and affiliate marketing.

Key achievements

Successfully working with the graphic design team to deliver a compliance project within deadline. The project involved stamping all online creative with '18+' signs to comply with UK gambling regulations. The project had an extremely tight deadline however, was managed successfully with a key Google document made by myself, where each piece of creative was listed to ensure none were missed.

EDUCATION

BA (HONS) EVENTS MANAGEMENT MANCHESTER METROPOLITAN UNIVERSITY (UK)

September 2011 – May 2015

First class honors undergraduate degree in Events Management. Key areas of study included; event marketing and sponsorship management, along with core leadership management theories and methodologies.

REFERENCES

Name: Stephanie Banks.

Title: Head of Marketing Communications.

Organisation: ActiveWin Media

Email address: stephanieb@activewins.co.uk

Telephone: +44 161 359 3593