

BROOKE AVILA

418 6th Avenue, Unit 1105 · Des Moines, IA 50309 · 515.371.6671 · brooke.avila@gmail.com

EXPERIENCE

July 2013 – Current

CEO and President, BA Innovations, LLC, Des Moines, IA.

BA Innovations offers customized and dynamic strategies for customers looking for more than the standard marketing solution. Providing more individualized services to a wide variety of companies from non-profit, construction, retirement and law arena. BA Innovations is creating innovative marketing campaigns and initiatives encompassing each company's strategic vision.

November 2010 – July 2013

Marketing Services Specialist Officer, Bankers Trust, Des Moines, IA.

Responsible for preparing professional presentation materials, coordinating the Request for Proposal (RFP) process, and provide sales support. Serves as internal communication consultant to all departments across the organization, develops brand platforms for each department within Bankers Trust and prepares sales collateral to attract potential clients, pro-actively seeks cross-selling opportunities through coordination of the RFP, and measure Return on Investment on media strategies.

Accountable for third party marketing relationships overseeing all promotional items purchased. Responsible for the internal website ensuring marketing print and promotional collateral is accessible to all lines of business. Purchases and disseminate customer entertainment opportunities.

September 2008 – October 2010

Online Advertising Operations Manager, Meredith Corporation, Des

Moines, IA. Responsible for management of ad order processing, loading and tagging of campaigns served on all Meredith websites in addition to managing direct reports. Monitor on-going traffic performance, recommend and implement actions to improve effectiveness, ensuring required results and delivery. Liaise with advertisers regarding campaign performance, produce campaign reports and optimize campaigns to ensure that targets are met.

Primary connection with internal departments concerning design and development projects. Daily communication with all sales representatives, operational support teams and senior management to implement internal and external processes to keep inventory monetized and managed effectively.

Work with sales management on third party relationships, to assure effective delivery of all custom built solutions for customers. Communicate with third party companies and agencies to ensure effective use of ad serving technology and build a strong working partnership with suppliers to develop new ideas.

March 2005 – September 2008

Multi-Media/Events Coordinator, Meredith Corporation, Des Moines, IA.

Responsible for implementation and trafficking of all online campaigns on Agriculture Online and Living the Country Life. Accountable for billing, forecasting, and inventory availability for both sites.

References Available Upon Request

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Key contact for Successful Farming staff when creating customized proposals and RFP's. Ability to think out of the box about proposals and create presentations on a short turn around.
Manage both short and long term projects for Successful Farming. Work with assigned team to ensure that we are providing value for both the client and the Successful Farming reader.
Coordinate ordering of promotional products used by the Successful Farming staff for customer visits and events. Required to have a clear understanding of what products are of value to the team and most effective.

December 1999 – July 2004

Marketing Specialist, Follett Higher Education Group, Oak Brook, IL.
Provided quality targeted marketing support to assigned stores by proactively pursuing new opportunities and evaluating existing plans to ensure increased sales, traffic and market share while keeping the bookstores within the assigned budget.
Responsible for the creation, monitoring and allocation of approximately 200 bookstores advertising budgets. Reconciled expenditures on a monthly basis and create a budget profile for text competitive stores.
Coordinated and follow-up on in-store and online promotions (author signing, grand opening, local celebrations, and sales). Gathered and analyzed information for media recommendations. Responsible for advertising placement of bookstores television, radio, mobile/billboards, and newspaper.

May 2001 – October 2001

Assistant Office Manager, Menemsha Inn & Cottages, Menemsha, MA.
Maintain effective and efficient customer relations, acted as a liaison between sales, operations and customers. Accountable for data entry, telephone reception, supervision of buildings and staff. Administrator and executed all policies made by Inn Keeper's and Owners.

SPECIALTIES

Computer proficiency in Microsoft Word, Excel, PowerPoint, Project, Adobe Photoshop, Adobe Flash, DART Doubleclick, CRM

ACTIVITIES

Friends of the Des Moines Park and Recreation, Secretary
Mercy Auxiliary Board Member
Simpson College, Alumni Association Board Member
Pi Beta Phi, Alumni Advisor Council Chairman
Mentor Iowa, Mentor
Downtown Neighborhood Association, Past President
Junior Achievement

EDUCATION

1997 - 2001

Simpson College, Indianola, IA
B.A. Degree, Corporate Communication, 2001

References Available Upon Request