

**Jahmel Yates** Location: New York, NY, US

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## Overview

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NYC native with a massive passion for advertising, marketing, and technology with 5+ years of agency experience. I've spent my professional career bringing strategy, deployment tools, cloud marketing and expertise in creativity to Apple, NFL, Viacom, Nike, and other Fortune 500 clients.

As an account supervisor, I work hard understand client needs and bring an enhanced culture-building experience. I love identifying how to best utilize CRM tools, collect audience data points and expand creativity in marketing projects that reach and generate millions. I am opinionated but fair, optimistic, and authentic.

## Experience

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**Hero Collective:** Digital, creative, & social media/marketing

**February 2021 to Present**

**Account Supervisor**

- Manage day-to-day account activities and keep client communication using digital marketing tools
- Facilitate client and internal meetings while managing multiple teams of 10-15 people per department
- Work across, and communicate with the network of agency partners; Manage internal & client communications including meeting recaps, updates, conference reports
- Bring solutions at all levels to clients utilizing CRM tools
- Develop and manage project timelines, plus tracking of all production billing, estimates and payments.
- Ownership of day-to-day campaign tactics and work with the internal agency team to ensure the timely execution of projects while maintaining budgets
- Production – Traffics campaign assets for client approval and release

Clients: Nike, College Board, Janssen, Pfizer, HP

**88HUE:** Full Service Marketing Studio

**June 2016 - December 2021**

**Account Executive**

- Meet with clients to determine the scope of multiple projects
- Advise clients on strategies to reach a particular audience and determine the design message
- Develop concepts, graphics and layouts for product illustrations, company logos, and websites
- Determining size and arrangement of illustrative material and copy, and font style and size

Accounts: Apple, Board Of Education, Viacom, FX, VICE Media, Small Business

**Hero**  
**Senior Graphic Designer**

**Dec 2014 - Nov 2016**

**Vital World Wide**  
**Senior Graphic Designer**

**Dec 2013 - Nov 2014**

**Apple**  
**Genius/Creative**

**Feb 2011 - May 2016**

## Education

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- Coursera - *Google Project Management: Professional Certificate*
- Deutsch NY - *Summer C.A.M.P.*
- Coursera - *Sales and CRM Overview*
- Mercy College - *Bachelors Of Science, Advertising 2009*

## Skills and Tools

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Creativity and Innovation · Interpersonal Skills · Budgeting · Customer Relationship Management (CRM) · Online Advertising · Digital Marketing · Creative Strategy · Branding & Identity