

# Aaron P. Swearingen

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## EDUCATION

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### UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

May 2016

- *Bachelor of Science in Advertising*
- *Certification of Professional Development in Public Relations*

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## WORK

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### PINNACLE ADVERTISING & MARKETING GROUP

#### *Associate Media Strategist*

Schaumburg, IL

January 2018 – Present

- Use research tools and digital strategy to develop media plans and recommendations for existing and potential clients
- Work closely with Integrated Media Director to plan, build, optimize, and analyze digital campaigns across multiple DSPs
- Ensure client satisfaction by providing media information, reporting, and proposals to account management
- Maintain client flowcharts and delegate media purchases to buyers

### PINNACLE ADVERTISING & MARKETING GROUP

#### *Media Coordinator*

Schaumburg, IL

June 2016 – December 2017

- Assist media planners in compiling research for media plans and recommendations (traditional and digital)
- Aid media buyers in investigating and reconciling discrepancies and evaluating make goods
- Input TV, Cable, and Radio orders and invoices into STRATA buying software and properly handle monthly client billing
- Develop digital strategy and buying skills; steward and monitor digital advertising campaigns with multiple DSPs

### WOMEN'S RESOURCE CENTER

#### *First Year Campus Acquaintance Rape Education (FYCARE) Facilitator*

Champaign, IL

January 2015 – May 2016

- Facilitate a 2 hour seminar required for all freshman and transfer students
- Lead discussions to raise awareness of rape culture
- Teach methods of bystander intervention, supporting victims, and means to safeguard against sexual assault

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## EXPERIENCE

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### GUARD

#### *Assistant Developer & Facilitator*

Champaign, Illinois

March 2015 - Present

- Work with the Women's Resource Center and undergrad students to develop a seminar educating members of Fraternities and Sororities on topics such as sexual assault and consent
- Create promotional materials and assist in the recruitment of Fraternity and Sorority representatives
- Facilitate a 5 hour seminar that is held each semester at the University of Illinois

### RCL BENZINGER

#### *Video Editor*

Gulfport, Florida

July 2014

- Conducted editing of video and audio for 13 video modules with Final Cut Pro
- Arranged backgrounds, title screens, and video text
- Ensured accuracy of transitions and video sequence

### PHI DELTA THETA: ILLINOIS-ETA

#### *Recruitment Chairman*

Champaign, Illinois

January - February 2015

- Planned, organized, and coordinated chapter recruitment for the semester, including the allocation of a \$4,000 budget
- Directed all communications with prospective members, including printed and digital recruitment matter
- Sufficiently informed potential members of academic standards, financial obligations and ideals of Phi Delta Theta

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## SKILLS

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Microsoft Office Suite | Adobe Photoshop | Google Analytics | Google Data Studio  
DSP Management | STRATA | Nielsen Ad Intel | Basic Web Design | Final Cut Pro