

# AARON HARRIS

Cell: (206) 397-7646

Email: [aaronp.harris@gmail.com](mailto:aaronp.harris@gmail.com)

3340 Claremont Ave. S. #204 Seattle, WA 98144

LinkedIn: [linkedin.com/in/aaronpharris](https://www.linkedin.com/in/aaronpharris)

[AaronPatrickHarris.com](http://AaronPatrickHarris.com)

Skype: aaronp.harris

## SUMMARY

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Passionate marketing professional specializing in coordinating and performing a variety of marketing and administrative duties. Skilled at creating growth opportunities, tracking and evaluating analytical data, while enhancing advertising strategies. Competent in analyzing customer experiences and competitor activities to construct innovative products and marketing strategies.

- Bing Ads
- Google AdWords
- Account/Project Management
- Marketing Optimization
- SEM / SEO
- Social Media Advertising
- Email Marketing
- Web Analytics
- Corporate Sales
- UX / UI

## EXPERIENCE

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### Microsoft

Account Specialist for Bing Ads    Nov. 2017 – Present    Seattle, WA

Provide campaign management, reporting, editorial, and optimization services to mid-market account managers and account executives, representing \$15 million in monthly spend.

- Partner with Account Managers to grow their book of business through reporting and optimizations based on analysis of account performance metrics.
- Collaborate with internal teams to process support requests related to billing, traffic quality, and reporting to ensure resolution of escalated customer issues.
- Test and provide feedback on processes and tool releases to improve operational efficiency

### Clickagee Media

Digital Marketing Manager    June 2015 – December 2017    Seattle, WA

Managed sales team to meet weekly goals and company objectives. Design, develop, manage, and analyze advertising campaigns on major search engines and social media outlets. Utilize market research to develop high quality products that increase organization capabilities and industry expertise.

- Designed and executed online marketing campaigns resulting in 400% ROI
- Designed and managed product development of high quality CMS system
- Negotiated strategic partner relationships within various industries
- Managed sales team efforts and developed opportunities to stimulate growth
- Content creation for ad campaigns, social media and websites
- Analyze and augment PPC marketing campaigns to ensure best results

## **Jing Digital**

Key Account Manager February 2015 – December 2016 Seattle, WA  
Conducted sales processes from prospecting, to outreach and follow through. Built relationships with Fortune 1000 companies to provide marketing automation on WeChat. Onboard new clients to provide smarter campaigns, segmented followers data analytics, integration, more.

- Negotiated corporate partnerships directly with Fortune 1000 companies
- Prospect executives of Fortune 1000 companies, pitch, and demo JingSocial product
- Developed strategic business plans to achieve company goals
- Create marketing campaigns and new follower welcoming journey on WeChat

## **Inspiro LLC**

Business Development Intern May 2015 – September 2015 Seattle, WA  
Provide support in sales efforts in the technology industry including app development and mobile analytic software. Created sales presentations on various topics including competitor analysis, financial projections and industry best standards.

- Create, organize and import prospect list into CRM
- Learn various sales approaches such as relational, and consultative
- Assist sales and marketing projects in digital technology sectors

## **EDUCATION**

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**University of Washington** Graduated in 2015 Seattle, WA  
Bachelor of Arts Degree in Business Administration & Marketing - Foster School of Business

## **TECHNICAL SKILLS**

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- Microsoft Office Suite
- Adobe Creative Suite
- Software & Application Design
- Digital Design
- Public Speaking
- Customer Support
- CRM Experience
- Content Creation

## **ACHIEVEMENTS**

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Certified Google AdWords Specialist  
Certified Bing Ads Specialist  
Microsoft Excel Certification  
Business Consultant Seattle Certification  
Pacific Northwest Dental Conference Presenter  
Gates Millennium Scholar

## **REFERENCES**

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Available upon request