

ACCOUNT DIRECTOR RESUME

First Name and Surname: Odette Jones

Designation: Senior Account Director

Advertising Expertise: Client Service, Research, Strategy and Planning

Duties: Client Service, Client strategy, budget and ensuring agency maintains strategic direction. Research, Brand Insights that help with Campaign Strategies and Communication Strategies. All relevant competitor market research. Working on agency pitches.

Key Accounts Worked on: Good Hope FM, Imperial Car Rental, Simba, Virgin Atlantic, Brand South Africa, Chicken Licken, Gauteng Economic Development Agency (GEDA), Gauteng Enterprise Propeller (GEP), African Sun Hotels, Bonitas Medical Fund, Sasria, Sizwe Ntsaluba VSP, SAB, FoodBev SETA, RTMC and National Credit Regulator.

Professional Years in Industry: 12 years.

Years with Company: 2 years