

# troy bell

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experience

**Translation**, *New York, NY*

2012 – Present

**Account Supervisor, Bud Light**

- Developed and executed integrated campaigns for brand initiatives, product innovations and sponsorships, maintaining alignment between client communication objectives and agency creative goals
- Managed production of 4 national television campaigns based on the brand's evolving image, including spots for the 2012 Super Bowl
- Served as main day-to-day contact with key clients, introducing and implementing processes for a developing client-agency relationship
- Partnered with agency and client leadership to research, develop and execute strategies to shift brand positioning and visual identity across all platforms
- Led, trained and oversaw tight-knit client service team in a fast-paced, high-output environment

**Publicis**, *New York, NY*

2009 – 2012

**Account Supervisor, Citigroup, Inc.**

- Developed and launched integrated campaigns for several business units including corporate identity, credit cards, retail bank and sponsorships
- Worked closely with client and internal teams to re-launch Citi's ThankYou card portfolio across all media, including the strategic restructuring and redesign of the ThankYou card site
- Led development and production of numerous digital projects, including award-winning creative for Citi's largest digital effort to date
- Worked with agency partners and city officials to produce branded environment for Citi Pond, one of New York's most popular ice skating rinks

**Account Executive, L'Oreal**

- Worked with senior leadership, creative and production teams to prepare multi-media presentation materials and creative for annual global advertising conference

**McCann Erickson**, *New York, NY*

2007 – 2009

**Assistant Account Executive, MasterCard**

- Managed creative development and production of sponsorship campaigns with MLB, NFL and PGA Tour
- Assisted with the development and launch of broadcast, print, and digital campaigns including the brand's first mobile app, "Priceless Picks"

**University of Nebraska**, *Lincoln, NE*

2005 – 2007

**Graduate Assistant**

- Managed a staff of designers and copywriters in a student-run ad agency, guiding account services, planning and creative direction
- Created print, digital and collateral materials to promote events and initiatives on 40,000 person campus

**AmeriCorps**, *Lincoln, NE*

2004 – 2005

**Urban Revitalization Program – National Service Volunteer**

- Pitched, planned, gathered community support and over \$5000 in donations to establish a youth Learning Center

education

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**University of Nebraska, May 2007**  
Master of Arts: Marketing, Communications,  
Advertising Specialization

**Oklahoma State University, May 2001**  
Bachelor of Science: Marketing