

## **Candidate Confidential**

New York, NY

### **Summary**

Experienced AdTech professional with a demonstrated history of working in the marketing and advertising industry. Skilled in Advertising Sales, Planning, Microsoft Office, Mathematics, Research and Administrative work. Bachelor's degree focused in Communication and Media Studies from Southern New Hampshire University.

### **Experience**

#### **FEBRUARY 2022 – PRESENT**

Senior Solutions Strategist – Advanced TV

- Collaborate with Sales leads on strategic campaign development, setting measurable objectives, ensuring clarity of campaign goals for a variety of categories (i.e., CPG, technology, financial services, retail, travel, QSR, pharma and more)
- Support entire sales process from campaign ideation, execution, client deliverables and post campaign reporting
- Act as the internal liaison to facilitate pricing and planning, measurement feasibility, reporting capabilities and overall campaign strategy and execution
- Help in the presentation of those proposals directly to clients
- Serve as a cross-functional solutions expert as it relates to audience profiling and sources, and data/analytics tied to media campaign performance
- Day to day external POC for campaign management to facilitates campaign execution, implementation, delivery, and workflow processes with clients
- Prepare measurement and analytic presentations along with recommendations for future campaigns
- Oversee and manage multiple campaigns simultaneously at various point of the planning, execution and post campaign reporting process while ensuring strong communication, delivery and execution across various teams and disciplines
- Maintain support-based communication with advertisers, agency leads and measurement partners

#### **MAY 2021 – FEBRUARY 2022**

Analyst – Advanced TV

- Utilized syndicated and proprietary data tools to define audience targets, advise on media plan execution, and assess measurement feasibility for targeted and addressable TV initiatives
- Managed end-to-end custom data targeting and measurement process across multiple internal and external stakeholders
- Worked alongside Ampersand sales executives and responded to internal sales requests in support of addressable campaign proposals
- Helped develop new measurement solutions and/or reports via use of internal and external data
- Partnered with leading data companies to create custom audience targets and execute a measurement plan
- Prepared analytics reports, crafts and visualizes insights, identifies recommendations
- Developed best practices for data and measurement approaches in collaboration with Ampersand data team, as well as associated financial opportunity cost
- Communicated needs, solved problems in collaboration with external partners and MVPD owners

**NOVEMBER 2017 – MAY 2021**

Campaign Manager

Provided sales support to two local account executives – one out of the New York office and one out of the Boston office and three media and entertainment account executives out of the Los Angeles office.

- Assisted with seven media and entertainment account executives out of the New York office when needed.
- Acted as primary service contact for Agency/Affiliates with all requests related to media campaigns.
- Processed new orders and order changes from both the agencies and affiliates.
- Communicated with agencies and affiliates to ensure spots run correctly.
- Met daily deadlines to ensure spots run on time.
- Researched days, times, and programs to make up missed spots.
- Pulled weekly reports to track performance of orders and preparing under delivery schedules, primarily using Nielsen ratings, to ensure we meet agency expectations.
- Reconciled invoices and crediting spots that didn't run or ran incorrectly once order has ended.
- Mentored and onboarding new campaign managers to ensure they were prepared to take on the role

**Education****Bachelor of Arts Communications**

Graduated December 2018

Relevant course work: Marketing, Social Media, Public Relations, Business Communications, Public Relations Writing

**BA – Communications Major Mathematics Minor**

2005 – 2009

Relevant course work: Media Research Methods, Communications Law and Ethics, Sports Media and Society, Statistics, Sports Event Planning, Media and Society, Political Communications