

LATIA WATERS

3371 Crooks Forges, New York, NY

p: +1 (555) 590 1771

EXPERIENCE

KLING-GISLASON Los Angeles, CA

Manager, Digital Media. 11/2019 – present

- Experience using standard media planning and data tools including Adobe Analytics, Omniture, BlueKai, TradeDesk, and 3rd party data providers
- Experience establishing media metrics, performing data analysis to improve results/lower CPI/CPV, and building performance models if some data is not available
- Understanding and experience working with media agencies to oversee the planning/buying process
- Equally analytical and creative
- Independent worker with strong project management skills

WARD LLC Los Angeles, CA

Manager, Digital Media. 03/2015 – 05/2019

- Multi-tasker who easily juggles multiple deadlines and deliverables to hit launch dates
- Eye for detail while keeping the big picture and goals in mind
- Pride in ownership and delivering results
- Experience with an enterprise-level and/or large scale software product launch
- Mastery of Lean methodology and practices across multiple development teams
- Strong practical and theoretical understanding of lifecycle management for large-scale programs and projects

EDUCATION

PRATT INSTITUTE Bachelor's in Marketing

SKILLS

- BONUS: Experience with Paid Social platforms like Facebook Power Editor & Twitter
- Proactively organize daily tasks
- Drive, ability to manage details, meticulousness
- Be the programmatic expert for the client on campaign performance and optimization providing insights into the best strategies and tactics to achieve business objectives
- Using your analytical mindset, you will be responsible for the platform strategy, execution, performance and reporting of digital media campaigns across all buying platforms for CPG clients on behalf of a Retail Media Network