

# Terrance Hilpert

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## EXPERIENCE

**Director, Digital Media** – Halvorson, Carroll and Rodriguez, *Los Angeles, CA*

**04/2018 – Present**

- Lead the process of strategic media planning/execution and serve as a resource for supervisors, planners and assistants for advice and counsel
- Create client savings analyses based on billing and invoices

**Director, Digital Media** – Satterfield, Anderson and Schamberger, *Los Angeles, CA*

**08/2013 – 02/2018**

- Identifies opportunities to offer other agency service line offerings to existing clients
- Grow business opportunities within current clients, where appropriate
- Develop and maintain planning processes and procedures across team
- Train, motivate and develop a media planning group



## EDUCATION

**Academy of Art University** – Bachelor's in Marketing



## SKILLS

- Establish and maintain communications process with clients, offline media teams, creative, etc. for each piece of business within the team
- Emphasis will be on digital, however, the ability to plan holistically across online and offline channels will be key