

WORK EXPERIENCE

MEDIA PLANNING MANAGER

06/2017 - PRESENT

- Phoenix, AZ
- Drive awareness/consideration and sales of Tough Mudder brand events across North America
 - Three to five years' experience in media planning including two to three years supervisory experience required
 - Work closely with consumer and media strategists and investment specialists to help build a media plan, while also handling day-to-day client requests
 - Compile research data to help the planning teams ensure client is reaching target audience
 - Develop tactical components of client media campaigns, such as flow charts, spreadsheets, and budget summaries
 - Strategic Media Planning
 - Digital / Consumer Promotion
 - Work closely with respective Media Planner Manager & Planner to ensure that scheduling strategies are implemented and overall network vision is achieved
 - Attend weekly team meetings where programming initiatives, priorities, and strategies are discussed or communicated onward

MEDIA PLANNING COORDINATOR

12/2013 - 05/2017

- Chicago, IL
- Delegate efficiently and manage internal media team
 - Experience within Media Planning at coordinator level, ideally working on multi-feed channels
 - Experience in broadcasting industry, preferably with direct experience of Media Planning/Scheduling
 - Experience of evaluating ratings and research reports beneficial
 - Substantial, proven experience within Media Planning, ideally focused on the UK market
 - Previous experience within the children's TV market essential
 - Experience of developing campaign strategies
 - Excellent communication and organisation skills required with a 'can do' attitude

MEDIA PLANNING ASSISTANT

10/2006 - 10/2013

- Houston, TX
- Work closely with respective Media Planner to ensure that scheduling strategies are implemented and overall network vision is achieved
 - Attend weekly team meetings where programming initiatives, priorities, and strategies are discussed and communicated downward via Excel for the non-GripIt Feeds and via Executive Summary and/or Snapshot reports for the GripIt! Feeds. The Media Planning Coordinators (MPC) are responsible for absorbing this information & applying it in their daily roles
 - In-depth understanding of media planning, negotiation and performance analysis
 - Strong experience in all digital media including programmatic, display, mobile, video, music streaming, social and search
 - Knowledge of key reporting, analytic and auditing platforms and tools along with their functionality
 - Experience mentoring and managing new employees
 - Manage high volume in a fast paced environment
 - Proficiency in Excel, Word, PowerPoint, Omniture, Comscore
 - Exceptional project, time management, problem solving, research and verbal and written communication skills

EDUCATION

UPPER IOWA UNIVERSITY - WATERLOO CENTER

2001 - 2006

Bachelor's Degree in Marketing

PROFESSIONAL SKILLS

- Strong project management skills and excellent attention to detail – drive for accuracy
- Have good communication skills and organization skills
- Excellent communication and presentation skills. Proficiency in presenting plans to both internal and external audiences
- Strong presentation skills (writing and delivery)
- Excellent Excel, Powerpoint and general computing skills
- Excellent communication, organizational, teamwork and relationship building skills
- Strong oral/written communication and negotiation skills