

# VANESSA FORD

## Media Manager

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📍 Tampa, Mexico



## SUMMARY

Experienced Media Manager with a proven track record of leveraging consumer and campaign data insights to optimize media plans and drive campaign effectiveness. Skilled in digital media planning and buying, with expertise in programmatic, Search, and social advertising. Strong project management and stakeholder management skills. Fluent in written and spoken English and French, with a solid understanding of the Swiss market. Bachelor of Arts in Marketing from the University of Geneva. Most proud of successfully launching viral social media campaigns and receiving industry recognition for outstanding campaign performance. Passionate about driving brand performance through data-driven strategies.

## EXPERIENCE

**Media Manager** 2022 - Ongoing

### Publicis Media

Lausanne,  
Switzerland

Managed media planning and buying for multiple clients, resulting in a 30% increase in brand awareness. Developed audience segmentation strategies to optimize campaign targeting and effectiveness. Collaborated with creative teams to produce engaging and impactful ad content.

- Implemented programmatic advertising campaigns, resulting in a 20% improvement in cost efficiency
- Analyzed campaign performance data using Google Analytics and provided actionable insights to clients
- Negotiated media buying contracts and optimized spending to maximize return on investment

**Digital Media Specialist** 2017 - 2022

### Havas Media

Geneva, Switzerland

Led the development and implementation of digital media strategies for clients in the consumer goods industry. Managed social media advertising campaigns and increased engagement rates by 50%. Conducted market research and competitor analysis to identify opportunities for growth.

- Optimized SEM campaigns to achieve a 40% increase in website traffic and a 25% boost in conversions
- Collaborated with cross-functional teams to develop digital content strategies aligned with brand objectives
- Implemented A/B testing strategies to identify the most effective ad creatives and messaging

## MY LIFE PHILOSOPHY

In a world where attention is scarce, creativity is the currency of success.

## STRENGTHS

### 💡 Analytical mindset

Utilized data analysis skills to optimize media campaigns resulting in a 30% increase in ROI. Applied market research techniques to identify consumer insights and inform marketing strategies.

### 💡 Effective communication

Collaborated with cross-functional teams and clients to develop and execute integrated marketing campaigns. Presented campaign performance reports and insights to stakeholders in a clear and concise manner.

### ★ Adaptability

Thrived in a dynamic and fast-paced environment, managing multiple projects with competing deadlines. Successfully adapted strategies and tactics to align with evolving market trends.

## SKILLS

Media planning ·

Campaign optimization ·

Data analysis · Digital advertising ·

Social media marketing ·

Market research ·

Project management ·

Stakeholder management ·

Google Analytics