



SALLIE MOHR

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## EXPERIENCE

11/2019 – present  
Chicago, IL

### KIHN GROUP

*Senior Digital Media Planner*

- Support and inspire the work and the people
- Critical thinker who can present complex concepts, media recommendations and data results in a clear and effective manner
- Be a self-starter who can work independently part of a team
- Strong written and verbal communication, organization, negotiation and troubleshooting skills
- Attention to detail and customer service attitude
- Experience in CRMs and OMSes and experience/familiarity with Third Party Ad Serving platforms/Rich Media/Verification providers (OAS, GAM/DFP/DFA, Atlas, PointRoll, Eyeblaster, Eyewonder, MOAT, IAS, DoubleVerify, Sizemek, Nielsen)
- Demonstrated experience with metrics programs such as Google Analytics or Omniture

06/2016 – 05/2019  
Chicago, IL

### KONOPELSKI, RUNOLFSSON AND CRONA

*Digital Media Planner*

- English level (B2 o more)
- Coordinate the planning, targeting, placement and measurement of online media for select clients and partners
- Organize large-scale paid media programs across multiple ad tech partners including but not limited to Facebook/Instagram, Twitter, LinkedIn, Reddit and Pinterest
- Execute the placement of display, search, video and OTT/CTV ad campaigns through various ad tech stack
- Perform campaign reporting and analysis through analytical tools to examine buy performance using inputs from clients and media platforms internal analysis and polling
- Provide thought leadership to create long-term performance improvements against client KPIs

## EDUCATION

### KENT STATE UNIVERSITY

*Bachelor's in Marketing*

## SKILLS

- Parse through partner ad verification and ad server data to provide critical thinking and analysis, as well as draw conclusions and discover actionable implications
- Effectively communicate optimization strategies, challenges and opportunities across display, mobile, social and video
- Have foresight and understanding of projects to maintain and adjust timing of deliverables for team at large, communicating changes to managers and leadership
- Apply knowledge of current/previous clients' specific business and industry to enhance and further relationships
- Begin serving as a resource and trusted partner for clients
- Contribute to other junior team member(s) development (train Assistant Planners and Planners, onboard new Senior Planners)