

Alejandra Balistreri

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EXPERIENCE

DIRECTOR OF DIGITAL MEDIA

New York, NY

05/2015 – present

- Work together with the Sales Department to develop content initiatives that drive sales applications and optimized reputation management for clients
- With news director and news content manager, develop and execute breaking news/special event/weather event coverage for all screens
- Supervise, lead and coach direct reports, including social media manager(s), digital content manager(s) and digital content producer(s)
- Fluent with digital content management systems
- Manage digital video strategy to increase video views on KING 5 digital media platforms
- Develop benchmarks for content transformation success and achieve annual audience growth goals
- Hire and manage Digital news content staff

SENIOR DESIGNER, DIGITAL MEDIA

Los Angeles, CA

01/2010 – 12/2014

- Design and develop advertising solutions including, but not limited to premium display banners, custom JavaScript and product prototypes
- Ensures that the creative strategy, processes and approach defined by the Director, Product Design is expertly executed within their specific product suite
- Lead, oversee and participate in the entire design process defined by the Director, Product Design, from concept and strategy, to wire frame, UX and UI design, testing, prototyping and final execution within their specific product suite
- Strong knowledge of the digital design process and how it aligns with the technology, product, and marketing workflow
- Possess extensive mobile device and application knowledge, especially pertaining to user interaction and interface design, visual design, and mobile platform guidelines
- Self manage to ensure timely delivery of designs and concepts
- Build and maintain collaborative relationships with all development functions to ensure a best-in-industry production process and team environment. Work with the Design and Product team to define the product design vision and execute on that vision with excellence

DIGITAL MEDIA INTERN

New York, NY

03/2007 – 08/2009

- Help create, develop and execute new website initiatives
- Monitor, track and analyze station website traffic and provide regular reporting onpage/campaign effectiveness and make recommendations for improved results
- Create reports for non-technical staff regarding performance of Digital Sales campaigns
- Work closely with co-workers
- Assist both Media Analysts and Media Strategists with on-boarding and campaign management
- Take workflow and direction from seniors, product analysts, project managers, business analysts, copy writers, and other team members
- Update and create content as requested by stakeholders for digital media websites

EDUCATION

AUBURN UNIVERSITY

Bachelor's Degree in Related Field

SKILLS

- Strong knowledge of Digital Media – not just paid, but also owned and earned
- Strong management experience and skills with the ability to work with cross-functional teams and people not directly reporting to you
- Great client management skills
- Ability to demonstrate how digital is helping grow our clients business
- Ability to develop plans to drive the client/business KPIs
- Knowledge of Mobile – P.O.E
- Knowledge of Search – hands-on, as the industry is moving towards programmatic buying
- Handled large and small brands
- Develop automation and process efficiencies for new company-wide SLC process
- Understanding of Content Marketing will be