

DOTTIE REILLY

43161 Conn Roads, Los Angeles, CA

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EXPERIENCE

NOLAN-CONSIDINE San Francisco, CA

Director, Digital Media. 11/2018 – present

- Following, maximizing and controlling digital media budget as set according to the Marketing Plan
- Assists to suggest future media budget based on thorough analysis and evaluation on previous plans
- Evaluates and recommends pricing levels for all media purchases
- Develops and implements planning and execution processes that enable on-time marketing plans, and that maximizes brand and (new) product exposures
- Executes and tracks the media plans
- Post-evaluates campaigns and competitors' performance and collates research and results into regular quality reports

GORCZANY, HOEGER AND LEGROS San Francisco, CA

Director, Digital Media. 01/2013 – 05/2018

- Industry leading media and digital solutions
- Marketing planning operations
- E-commerce Team
- Digital hub – analytics & engagement Team
- Media & Digital agencies
- Media vendors
- Customers / retailers
- Pro-actively co-develops and recommends digital media strategies to the brand communication managers, according to the marketing plan, that positions adidas as an innovative and inspirational sports brand

EDUCATION

BAYLOR UNIVERSITY Bachelor's in Marketing

SKILLS

- MWB ROI
- Take calculated risks
- Minimum of 10+ years' experience in the media dept. with an international brand or 4A media agency
- Lifestyle/Fashion market knowledge is
- Drive Apartments.com Network digital media buying and customer acquisition strategy by developing and managing profitable online display & social network buys
- Lead strategy and execution for company's use of DMP, DSPs, ad networks, and retargeting programs