

ASIA HERMISTON

92519 Thompson Mountains, Dallas, TX • +1 (555) 934 2856

WORK EXPERIENCE

DIRECTOR OF PAID MEDIA

05/2017 - PRESENT

Philadelphia, PA

- Recommend a budget allocation and programs amongst media channels including newspaper, magazine, outdoor, digital display, paid social, and remarketing
- Establish goals and objectives for each media channel and provide consistent updates on performance
- Partner closely with Digital Merchant organization to strategize cooperative investments with vendor partners inclusive of vendor-facing presentations of strategy, budget, and KPI's
- Seek out and experiment with emerging media tactics and strategies that best advantage Bloomingdale's
- Lead team of media buyers and planners in plan development and execution
- Analyze campaign results and provide strategic optimization recommends to boost campaign performance
- Identify ways to bring an objective, platform, and strategic initiative and think of innovative ways to bring them together

DATA ANALYST, CRM & PAID MEDIA

06/2013 - 03/2017

Chicago, IL

- Understand and adhere to pharma advertising guidelines, including but not limited to fair balance
- Experience with at least 1 year in online marketing, ideally in enterprise level SEM and/or agency
- Experience managing projects and working with cross functional teams
- Experience with keyword analysis, common keyword research tools
- Familiarity with reporting/tracking tools (Site Catalyst/Google Analytics)
- Enter and manage plans in DCM, including the creation of vendor IOs
- Maintains media buy details, insertion orders and contact lists
- Responsible for the accuracy of plan details and confirmation of delivery
- Monitor and evaluate campaign effectiveness, developing actionable insights for bi-weekly reports and post campaign analysis

SUMMER INTERN, PAID MEDIA

08/2007 - 12/2012

Houston, TX

- Manage media executions across multiple channels/accounts simultaneously, providing both performance and insight summaries to clients on regular basis
- Lead planning/strategy meetings with client and external agencies/ teams, resulting into clear, actionable communication plans
- Manage media finances (negotiated rates, buys, and actualizations), with accountability to finance team on monthly basis
- Create and manage measurement plans across channels and agencies to ensure proper set up of campaigns. Identify KPIs based on client needs and campaign outliers
- Continually communicate industry trends, emerging technologies, and beta testing opportunities to internal and external members to showcase leadership in digital marketing arena
- Seek and leverage wider assets and resources when needed to accomplish tasks. Includes research, audience insights, IT resources, UX design, etc
- Manage current vendor relationships, while exploring potential new partners applicable to the Pharma space
- Continually evolve vendor relations/contracts

EDUCATION

LINCOLN MEMORIAL UNIVERSITY

2001 - 2006

Bachelor's Degree in Marketing

PROFESSIONAL SKILLS

- Strong written/oral skills, including presentation skills
- Work experience: 6-8+ years of experience in digital media planning, including 3-5 years management experience
- Proven experience in quantitative & qualitative analysis to justify proposed actions & contingencies, including experience with A/B and multivariate testing
- Strong communication skills; ability to create and critique offer proposition and call to action messaging
- Demonstrated experience creating marketing reports, utilizing knowledge of Retail KPIs, in order to guide strategy and influence partners
- Lives for creating structure, process (e.g. - develop reports, define media plans and track budgets) and able to prioritize time effectively
- Very strong experience in developing robust, creative, innovative and sharp paid social strategies and media plans