

Julius Klein

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EXPERIENCE

Mobile Marketing Manager & Media Planner

Lessard 2018 - Ongoing Milano

Lessard - listed in the STAR segment of the Milan Stock Exchange - is an international leader in professional digital services. I worked in the marketing team as:

- Worked with 20+ clients such as Hoe Pharma, Ikeda Mopiko and Accenture.
- Recommended & rationalized media spending with budget of 22 million
- Managed budgets totaling over \$125 Million dollars
- Handled average monthly media spends of about 13 Mn INR

Sr. Media Planner - Digital & Mobile Services

Renaud 2017 - 2018 Milano

Renaud is a global communications planning and media buying network, built on a culture of smart strategic thinking and creative innovation

- Recommended & rationalized media spending with budget of 22 million
- Established target audience that would accelerate a 12 % sales growth goal
- Led billing and budget reconciliation processes for over \$1MM of media invoicing each month
- Executed \$100mm+ media budgets for the Microsoft Cloud brand

Media planner

Wolf Inc 2015 - 2017 Milano

Wolf Inc is media planning and full client service agency, part of I&F McCann Grupa,

Job description:

- Independently created and implemented media plans across 8 categories for Hindustan Unilever.
- Planned and managed a campaign spanning 17 local markets over a three-month flight
- Managed the daily workload and oversaw the education of 3 Junior Media Planners
- Pitched and successfully won 3 new business accounts
- Managed strategy and tactical execution across T-Mobile US's prepaid and post-paid B2C SEM programs

Junior Media Planner

Drouin S.A.R.L. 2012 - 2015 Milano

Drouin S.A.R.L. is South Africa's first privately owned Free-to-air channel, with 16 million South Africans watching daily.

- Activated 70+ annual digital media campaigns (multicultural and English)
- Assisted on project 10-15 hours weekly

EDUCATION

Bachelor's in Marketing; Minor in Graphic Design

Roger Williams

2009 - Ongoing

Master in Management

Ecole Supérieure de Commerce de Bordeaux

2007 - 2009 Milano

LANGUAGES

Spanish	Native	●●●●●●
English	Native	●●●●●●
German	Beginner	●●●●●●

STRENGTHS

★ Growth Hacking

Thrive on opportunities to launch new products in competitive environments