

Buddy Heller

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EXPERIENCE

SENIOR DIGITAL MEDIA PLANNER

Boston, MA

02/2014 – present

- Ensure proper execution of media plans by monitoring buy/schedules
- Demonstrate proficiency with mediabase and industry systems/tools (Kantar, MRI)
- Be proactive, show that you "want the ball"
- Develop strategic media plans to meet the marketing objectives of hotel customers
- Oversee strategic direction of hotel customer's campaign budget
- Works with creative team to develop ad concepts and effective messaging for campaigns
- Produce innovative recommendations to customers to drive additional investment and customer satisfaction, as well as upholding our position as industry experts

DIGITAL MEDIA PLANNER

Boston, MA

04/2008 – 11/2013

- Analyzes campaign performance data to optimize and improve performance
- Work with creative partners on ad development to ensure media and creative strategies work in harmony
- Plan, execute and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs), working closely with Segment team
- Manage inventory validation and contract management, providing alternative options with supportive information for inventory constraint issues
- Assist Operations Manager with development of internal process documentation or forms as necessary
- Work with Analytics team to monitor, analyze, and report on campaign results and make regular recommendations on how to optimize campaign performance
- Keep direct manager up-to-date on workflow, project status, and due dates

ASSISTANT DIGITAL MEDIA PLANNER

Houston, TX

10/2002 – 01/2008

- Assist with plan stewardship and management. You will assist with monitoring and meeting deadlines and ensuring accuracy of plan implementation
- Work with regional teams to establish best practices for entry of media plan data into existing tools in order to elevate usefulness of model output
- Create and update weekly campaign progress reports for internal use, aid in development of digital media benchmarks
- Communicate and work with publishing partners to develop effective media solutions that deliver client objectives
- Manage input to plan changes and assist client and Market Share Partners in model maintenance
- Assist regional media teams in writing objectives and strategies, plan development and presentations
- Work with Media planning to build, execute, and measure test plans

EDUCATION

ILLINOIS STATE UNIVERSITY

Bachelor's Degree in Marketing

SKILLS

- Strong attention to detail and great organizational skills
- Be detail-oriented, very organized, able to multi-task, and able to work well under pressure
- Strong ability to problem solve
- Strong attention to detail
- Excellent written and verbal communication skills both internally and externally; ability to handle multiple projects simultaneously
- Able to handle multiple projects and prioritize responsibilities, while maintaining a high level of accuracy and attention to detail
- Strong knowledge of marketing and digital advertising products
- Able to work independently and have excellent time management skills
- Organized, and detail-oriented with strong attention to follow-through
- Strong communication, project management and time management skills