

DODIE STANTON

address

1153 Waters Run,
Phoenix, AZ

tel +1 (555) 265 9632

Experience

Schinner Inc

Boston, MA || Digital Media Specialist || 11/2019 – present

- Leading a digital content strategy for all 6 stations
- Graphic Design development of campaigns and ads
- Experience managing omni-channel campaign development & activation utilizing Email, Digital, Website, Lead Management, Social, SMS
- Work with Business Operations to align OMS stakeholders in Digital Sales, Monetization, Billing, Finance & IT teams and prioritize and maintain system roadmap
- Collaborate with Technical Account Management team to schedule quality assurance to ensure monetization requirements are met

Emard Inc

Boston, MA || Digital Media Specialist || 11/2016 – 06/2019

- Work with Digital Sales, Inventory, Revenue Management, Business Operations, and Programmatic teams to define and execute go-to-market strategies
- Present ad innovation products and processes to Digital Sales Teams
- Monitor success of product launches by regularly reporting on KPIs and gathering buyer feedback for ongoing product improvements
- Develop and manage business relationships with various vendors
- Participate in IAB or other industry committees or events to stay abreast on latest digital trends

Education

School of the Art Institute of Chicago

Bachelor's in Marketing

Skills

- Work with your team to maintain awareness of new marketing platforms and techniques and look for opportunities to innovate and develop new techniques
- Hands-on media buying experience in DSPs (DV360, Google Ads, TTD, Amazon DSP, Facebook/Instagram)
- Experience with digital ads trafficking is a plus (Campaign Manager, Media Ocean, Prisma)
- Handle multiple projects and prioritize responsibilities in a fast-paced environment