

MITCHEL PROHASKA

60883 Freeman Garden, New York,
NY

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EXPERIENCE

CASSIN LLC Los Angeles, CA

Senior Digital Media Planner. 06/2019 – present

- Strong understanding of marketing/advertising fundamentals
- Consistency in producing quality work regardless of project size and time restraints
- Independently manage the client and bring in new digital ideas for the client/brand portfolio
- Google Certified, (otherwise will need to be certified before the end of probation)
- Deep knowledge of paid search, display advertising, SEO, and social media advertising
- Meticulous, highly organized, and strong task/project management skills

SMITH-AUFDERHAR Los Angeles, CA

Digital Media Planner. 11/2013 – 03/2019

- Exceptional attention to detail, coachable and passionate about all things digital
- Regional planning experience is desirable
- Plan development and implementation of regional digital plans
- Stewardship over media POV requests from clients
- Maintain and develop relationships with media vendors regarding existing plans and new opportunities
- Analyze analytics to optimize plans
- Develop and maintain media flowcharts
- Research and recommend the best media mix for campaigns
- Evaluate the success of media strategies and campaigns

EDUCATION

RHODE ISLAND SCHOOL OF DESIGN Bachelor's in Marketing,

SKILLS

- In digital media, including 3+ years with digital planning team
- Developing digital plans and optimizing campaigns
- Building productive working relationships with internal teams, media owners and technology partners
- Being constantly appraised of technology developments in tracking
- Managing data provision from tagging
- With Digital Leader and senior members of the team, strategy and presentations to clients
- Experience: +4 year working in digital planning
- Language: High level of English (B2 minimum)