



VERENA LEDNER

1601 Lueilwitz Turnpike, San Francisco, CA
+1 (555) 191 8813

EXPERIENCE

07/2020 – present
Detroit, MI

MANN-SHANAHAN

Digital Media

- An in-depth understanding of key programmatic media principles including targeting, bid & frequency management, optimization across audience and inventory sources, and post campaign analytics
- An in-depth understanding of both the theory and practice of programmatic media buys
- A willingness to learn new platforms and strategies in an increasingly complex and constantly evolving media landscape
- Expertise in key industry programmatic DSP & DMP native interfaces used for media campaign execution and analysis
- Track record of developing and managing multiple digital marketing programs simultaneously in a global environment
- Strong knowledge of ABM and Audience Management

03/2013 – 02/2020
Detroit, MI

BAUCH-DACH

Digital Media

- Experience at a global media agency managing global clients or managing Paid Media at a large B2B technology company
- Experience running a global Paid Media program in multiple regions, languages, and publishers
- Meets/exceeds Company's leadership principles requirements for this role
- Meets/exceeds Company's functional/technical depth and complexity for this role
- Open source content management systems (CMS)
- Photoshop, Dreamweaver and Illustrator
- Basic user experience (UX) principles
- Basic search engine optimization (SEO) best practices
- Google analytics and other analytic reporting platforms

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

Bachelor's in Marketing

SKILLS

- Oversee department/agency initiative recommendations and implementation. Promote multiple disciplines across our media and marketing business
- Be the agency champion for all Intel client discussions, ensuring your meet DWA expectations and those expected of an industry leader
- Applicable B2B industry and agency experience, with at least 5 years focused online
- Build relationships with clients of all levels
- Still Graphics: Serve as the lead graphic designer for select sport programs. Provide static and other forms of media for distribution on varying mediums and platforms