

EXAMPLE 2

San Jose, CA 55555 | Example@yahoo.com | (555) 555 - 5555 | www.linkedin.com/in/EXAMPLE

ONLINE ADVERTISING & MARKETING | ADVERTISING CREATIVE TECHNOLOGY

Dynamic operational expert and people manager with 15+ years of progressive experience leading online advertising solutions. Rich understanding of campaign management and developing strategies in various capacities that satisfy cross-functional and top-tier client needs. Outstanding relationship management, and client relations skills with key stakeholders. Strong team leader with record of motivating, coaching, mentoring, and restructuring to enhance or transform performance.

Ad Creative Technology: *Live Streaming Technology | 360 Technology | Virtual Reality | Augmented Reality | Native Advertising | Programmatic Advertising | Video Advertising*

Leadership & Project Management: *Creative Product Management | Global Ad Operations | Process Improvement*

Ad Strategy: *Campaign Integration & Management | Online Advertising Strategy | Digital Media | eCommerce | PPC*

KEY ACCOMPLISHMENTS

- Provide recommendations and integrate legacy advertising campaign systems/tools across the organization including Salesforce, JIRA, Jive Technology
- Develop online ad strategy and expand presence in rich media, contributing to over \$300M annually
- Led projects for display ads, homepage/login pages, rich media sales engineering, and smart ads projects/teams (22 staff)

TECHNICAL SKILLS

Microsoft Office Suite | Salesforce | JIRA | Jive Technology | Flash | HTML 5

PROFESSIONAL EXPERIENCE

THAO: A VERIZON COMPANY | SUNNYVALE, CA

06/2017 – PRESENT

A global leader in digital and mobile, Oath is a subsidiary of Verizon and reaches one billion people around the world

SENIOR DIRECTOR OF ADVERTISING CREATIVE TECHNOLOGY

- Manage high-visibility projects as a key stakeholder, generate positive revenue in alignment with business initiatives, and integrate processes across the organization including creative execution, reporting & analytics, and client interaction
- Provide recommendations and integrate legacy advertising campaign systems/tools across the organization including Salesforce, JIRA, Jive Technology
- Launched a new premium ad unit on the homepage in through Product Monetization
- Standardize campaign execution, pre-sale support, creative template audits, and align publisher ad specs site
- Prioritize and design SLAs, document resources/platforms, and align processes across legacy AOL and Yahoo groups

EXAMPLE! INC. | SUNNYVALE, CA

2001 – 2017

DIRECTOR, ADVERTISING CREATIVE TECHNOLOGY (2011 – 2017)

- Led projects for display ads, homepage/login pages, rich media sales engineering, and smart ads projects/teams (22 staff)
- Develop online ad strategy and expand presence in rich media, contributing to over \$300M annually
- Manage entire project life cycles, from concept to completion, leveraging in-house technology and 3rd party services
- Contribute to team-restructuring, new-employee integration, and product support-strategy development efforts
- Identify areas of improvement across Product Management, Sales, Operations, Marketing, and Engineering
- Ensured smooth operations and substantial revenue from client businesses by proactively creating and managing operational plan during the transition from Flash to HTML 5

SENIOR MANAGER, HOMEPAGE & LOGIN PAGE ADVERTISING (2007 – 2011)

- Led ad operations on U.S. Homepage and Login Pages that met both the client's needs and surpassed revenue targets
- Oversaw teams of Campaign Managers in development, design, and launch of new ad products
- Worked with designers and developers to create multi-million-dollar advertising products for login pages
- Developed strategy and led teams of Campaign Managers in implementing Front-Page advertising products

ADDITIONAL EXPERIENCE: EMPLOYEE ENGAGEMENT | DIVERSITY & INCLUSION

GRANT CHAMPION, HOPE SERVICES: CHARITABLE ORGANIZATION

06/2015 – PRESENT

CO-LEAD, SUNNYVALE CHAPTER, WOMEN'S INCLUSION NETWORK

2011 – PRESENT

GLOBAL EMPLOYEE ENGAGEMENT LEAD, BUILDING BETTER BUILDERS (BBB)

06/2011 – 2017

EDUCATION

Bachelor of Science, Business Marketing, Sonoma State University