

ALEJANDRA ROSA

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Summary

At the intersection between Analytics & Digital Investment, as Associate Director of the Investment Services team, I lead measurement and digital operation projects for the Kellogg's portfolio. Goal-oriented, data-driven and passionate about the evolving digital media landscape.

Work History

Associate Director, Investment Services & Operations

Nov 2018 - Current

Starcom

Chicago, IL

- Account lead of measurement and digital operation projects for the Kellogg's portfolio, including Marketing Mix Modeling (MMM), NCS sales lift studies and MTA studies
- Serve as source of governance for data quality, focus on developing centralized knowledge collection and best practices for Kellogg's. Ensuring consistency in operations, processes, inputs and results
- Serve as Starcom US Data Privacy Steward, responsible for identifying and auditing data assets to drive data privacy improvements across all Starcom's clients in the US market
- Train and mentor media supervisors and associates to support their career development and growth

Supervisor, Investment Services

Sep 2017 - Nov 2018

Starcom

Chicago, IL

- Served as main point of contact for Kellogg clients, media vendors, measurement partners and internal teams in all measurement and digital operation projects
- Established processes to improve efficiency and accuracy of digital inputs. These processes highly improved data integrity and reduced the time the team spent manually gathering and Q&A'ing data inputs for modeling
- Developed quality control procedures for digital campaign implementation to ensure consistency across all brands/campaigns. Closely monitor all campaigns to ensure correct set-up
- Led digital activation of various Kellogg's initiatives, managing day-to-day responsibilities to ensure campaigns ran seamlessly and met benchmarks

Media Planner

Jul 2016 - Mar 2017

GSD&M

Austin, TX

- Planned, presented and executed digital and offline media campaigns for Chipotle Mexican Grill
- Led RFP process, managed negotiations, budget allocation and secured media inventory
- Established benchmarks based on historical performance, client objectives and efficiency goals, optimized campaigns to ensure campaigns met or exceeded benchmarks
- Ensured plans were executed flawlessly, oversaw day-to-day campaign execution and reported key analytics and optimization recommendations

Assistant Media Planner

Jul 2015 - Jul 2016

GSD&M

Austin, TX

- Assisted Media Planners and Supervisors in planning and activating media campaigns for the U.S. Air Force account
- Crafted RFPs, reviewed vendor proposals and assisted in the development of strategic and tactical recommendations
- Executed various campaigns and monitored campaign performance and report key analytics to ensure campaigns met benchmarks

Skills & Certifications

- Google Marketing Platforms
- Facebook Blueprint Buying Certification
- Programmatic Buying, Oath & Google DSPs
- Python (Python 3, Pandas, Matplotlib)
- MySQL Databases
- Tableau
- Digital Verification: Moat, IAS, Comscore
- Advanced Excel
- Bilingual: English & Spanish

Education

Data Science & Visualization Bootcamp

Expected in May 2020

Northwestern University

Chicago, IL

The Data Science Bootcamp is a rigorous, fast-paced and focused on the practical technical skills needed to solve data problems. The course focuses on numerous technologies including Python, SQL Databases, APIs, Tableau and more.

Bachelor of Arts: Mass Communication, Digital Advertising

Louisiana State University

Baton Rouge, LA