

# AREK HALPERN

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## SKILLS

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- **Product Management:** Experience with Agile Methodologies, including proficiency in Asana, Jira, Trello, and MS Teams for coordinating projects, developing roadmaps, and backlog grooming.
- **Data Analysis and Automation:** Hands-on experience with Python, PostgreSQL, Javascript, Express.js, and Excel for compiling and analyzing large datasets.

## PROFESSIONAL EXPERIENCE

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Initiative, New York, NY

Feb 2024 – Present

### Senior Analyst, Media Operations

- Asana project manager overseeing the rollout and adoption of Asana company-wide, ensuring a 5,000 Asana action goal week over week across all accounts, achieving a 95% adoption rate within the first six months.
- Internal Taxonomies Platform project manager leading the rollout and adoption for the Nintendo, KPMG and Cigna accounts, achieving a 100% user adoption rate within one month.
- Leading an automation project for reporting by integrating Snowflake with SharePoint using Python libraries and RESTful APIs, resulting in a 30% increase in cost-savings for the team.
- Leading the verification process for tracking pixels within diverse ad placements, ensuring their precise function for robust data capture and analysis, resulting in a 20% decrease in data discrepancies.

Universal McCann, New York, NY

Mar 2022 – Jan 2024

### Senior Associate, Integrated Media Investments

- Spearheaded the successful execution of several media investment projects at UM Worldwide, including effectively coordinating resources, managing timelines, and communicating cross-functionally, resulting in ~200% ROAS for the CVS account.
- Compiled and analyzed large datasets containing key advertising metrics with weekly, biweekly, and monthly cadences.
- Developed integrated, cross-channel investment strategies that leveraged agency products and solutions resulting in efficiencies and annual savings.

### Associate, Integrated Media Investments

- Negotiated media partnerships that drove innovation and value for our client while maintaining a dynamic stewardship of our partnerships, consistently pushing for added value and opportunities.
- Maintained partner pacing, utilizing proficiency in Google Campaign Manager to organize, report and analyze large datasets.

XSET, New York, NY

Apr 2021 - Jul 2021

### Product Marketing Intern

- Joined as one of the first 20 employees at an Esports startup focused on merging the lifestyle and Esports industries.
- Created a rewards program including a CRM website resulting in ~50 affiliate sign ups.

## PROJECTS

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Happy Buddha LLC

### Freelance Developer

- Developed a comprehensive web application to streamline session logging, waitlist management, and player profiles for a poker room, leveraging React, Redux, and Node.js, managing over 200+ player profiles.
- Implemented a robust database schema using Sequelize and PostgreSQL, enabling efficient storage and retrieval of player data, session details, and waitlist entries, with a total egress of 4.24 GB and 1.5GB of image data.

Soft Solutions LLC

### Personal Project

- Developed a full-stack web application for social media management with AI capabilities, utilizing Next.js, React, and Tailwind CSS for the frontend, and Flask, Python, and PostgreSQL for the backend, showcasing proficiency in modern web technologies and database management.

## EDUCATION

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Fullstack Academy

2022

### Software Engineering Certification

Baruch College, Zicklin School of Business

2021

### Bachelor of Business Administration, General Marketing