

# LORELI DE JESUS

## Digital & Social Media Manager

Strategy | Programmatic | Social | Video | Mobile |  
Native | 1st Party Data | Data Analytics and Reporting

Over 7 years solid industry experience telling meaningful brand stories online. Digital Marketing and Social Media Performance Manager specialising in Retail, Airline, Loyalty Program, Banking and Finance accounts.

## WORK EXPERIENCE

### TRADING LEAD 2020 - Present PROGRAMMATIC TRADER 2018 - 2020

Qantas

- Own programmatic forecasting, strategy, execution and reporting analysis for Qantas Airlines, Qantas Wine, Qantas Store/Mall and Retail Coalition accounts.
- Lead growth performance for direct response campaigns - optimising on cost per result and revenue based investment returns.
- Heavily involved in tag management strategy in order to maximise the digital user journey experience and positively contribute towards campaign performance.
- Own multi-channel reporting automation. (Google data studio, Google Analytics)
- Lead cross team collaboration to create a working library of Qantas' 1st party audience segment. (DMP AAM)
- Manage a team of media traders.

### CAMPAIGN ENGINEER 2016 - 2018

Cadreon (IPG Mediabrands)

- Campaign implementation, optimisation & reporting.
- Provided insight-led response to briefs

### BRAND SPECIALIST 2009 - 2012

Greencross Inc. (Philippines) - FMCG

- Responsible for producing business reviews, new product development/launch, financial modeling, product positioning and ATL/BTL marketing

## ACCOUNTS WORKED ON IN THE PAST



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## CORE SERVICES

Paid Display & Video

Paid Social

Mobile

Paid Gmail and Native

Brand & Direct Response Campaign

Media Strategy, Planning & Analysis

Conversion Optimisation

Data Vis

Lead Generation

Web Analytics

## TOOLS

Google Stack: DV360/CM360

Verizon

The Trade Desk

Facebook Business Manager

Linkedin, Pinterest, Outbrain

Google Analytics Datorama

Google Data Studio