



# Daniel Campo

Media Strategist

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## Skills

Content Strategy

Client Service

Market Research

Presentation Skills

Strategic Planning

Project Management

Digital Marketing

Data Analysis

## Links

[My Portfolio](#)

Media Strategist with over 6 years of experience specializing in developing comprehensive media strategies across various platforms, including digital, out-of-home, and experiential media, with a proven track record of leading teams to achieve ROAS targets.

Skilled in market research, data analysis, and client service, demonstrating a deep understanding of digital marketing trends and the ability to drive brand awareness and engagement.

## Media Planning Experience

*Jul 2022 - Mar 2023*

### Digital Business Lead

TOUCHE Media at Toronto, ON

- Media Strategy (programmatic, social, SEO) and go-to-market media plan client presentations for a major luxury automotive client with ~\$1M in operational media budget
- Experiential Media (XM) planning in coordination with creative, PR, web dev, media vendors, and publishers. Coordinated first-ever brand partnerships with TIFF, Conde Nast, and the Canadian Opera Company
- Team Leadership for collaboration on briefs, reports, and market research to maintain and grow quarterly ROAS targets from 1.5-2 and a 16% increase in consumer leads
- Targeted OOH planning for localized dealerships to drive brand awareness and visitation using GRP-based buying to track campaign effectiveness

*Nov 2019 - Jun 2022*

### Senior Strategist

OMD Canada at Toronto, ON

- Full-year media strategy (out-of-home, broadcast, digital, XM) for a global client with ~\$6.5M in operational media budget across 6 major brands
- Lead brand integration initiatives and sponsorships both in experiential and through broadcast media. We saw increases across brand awareness +10% vs. baseline on average. Connect brands with new channel opportunities
- Client relationship management providing detailed reporting and campaign insights (KPIs, ROAS, OKRs met) and regular updates on campaign spending and performance. Lead client presentations
- Market analysis and detailed target audience research using a wide range of resources: Similarweb, Vividata, Google, Nielsen
- Full-year OOH planning takeovers, and consistent, year-round ownership of key placements and locations, including custom executions. Investigating new digital mediums for tactical area buys and carefully evaluating their effectiveness for our clients

*Nov 2017 - Nov 2019*

### Strategist

OMD Canada at Toronto, ON

- Full-year media strategy (out-of-home, digital) for a global client with ~\$4.1M in operational media budget across 4 major brands. Led major brand integration with Rogers, Bell Media & the NHL. Coordinated Canadian launch of Lemon Lemon (by 7up) and bubly sparkling water (with recording artist Michael Buble)
- Team coordination with media vendors and internal team leads on more than 20+ campaigns per year. Execute and report on regular test opportunities: brand lift studies (BLS), consumer sentiment, A/B testing, creative testing, audience retargeting
- Client management providing regular, up-to-date media spending reports (BCRs), and delivery results (KPIs, ROAS, OKRs met). Coordinating client requests and leading presentations
- OOH planning and executing custom placements, including for Lemon Lemon (by 7up). Explore and leverage unique OOH vendors and placements: murals, custom wild postings, installations, mobile OOH, transit wraps and domination

## Education

*Nov 2023 - Present*

### Fullstack Web Developer Program

UofT SCS at Toronto

*Sep 2009 - Jun 2011*

### Honours Broadcast Journalism Diploma

Seneca College at Toronto

*Sep 2004 - Feb 2009*

### Honours Bachelor Degree

University of Guelph at Guelph