

## JENA LAGONIA

### EXPERIENCE **ACCOUNT MANAGER, THEZOEREPORT.COM, New York, NY**

*October 2016 – October 2017*

- Monitored campaign performance, identified optimization opportunities, and built on past campaign learnings to define unique brand solutions for prospective campaigns
- Supported Sales Directors in generating revenue to achieve quarterly and yearly sales goals
- Worked closely with colleges to build and maintain a variety of brand partnerships including but not limited to Stella Artois, Benjamin Moore, Sephora, and Tarte Cosmetics

### **ACCOUNT MANAGER, REFINERY29.COM, New York, NY**

*March 2016- July 2016*

- Managed client requests and campaign performance from pre-sale to execution and final wrap stages
- Collaborated with Sales Directors to evaluate client KPIs, budgets and market trends to establish strategic plans to answer RFPs
- Assisted in building out the finance and wellness advertising verticals, closing deals with brands including American Express and Aetna

### **ACCOUNT MANAGER, THESTREET.COM, New York, NY**

*March 2014- March 2016*

- Worked closely with Ad Ops, Editorial and Marketing teams to ensure optimal campaign performance
- Directed the launch of the Native Advertising platform with the Web Development team to successfully present content to our clients
- Assembled proposals and PowerPoint decks based on the clients' campaign objectives

### **BANKRUPTCY REPORTER, THEDEAL.COM, New York, NY**

*April 2013- March 2014*

- Published two or more articles daily and contributed to the weekly bankruptcy legislation column

### **FULL-TIME INTERN/ STAFF WRITER, THE LEGISLATIVE GAZETTE, Albany, NY**

*September 2012- December 2012*

- Pitched and published over 30 articles pertaining to New York State politics, including four front page feature

---

### EDUCATION **STATE UNIVERSITY OF NEW YORK AT NEW PALTZ, New Paltz, NY**

BACHELOR OF ARTS DEGREE\_JOURNALISM\_ *December 2012\_ Dean's List*

**THE FASHION INSTITUTE OF DESIGN AND MERCHANDISING, Los Angeles, CA**

ASSOCIATE OF ARTS MERCHANDISE\_ MARKETING DEGREE\_ *May 2010\_ Dean's List*

**GENERAL ASSEMBLY\_ New York, NY\_ October 2017**

10-WEEK PART-TIME COURSE FOCUSING ON FRONT END WEB DEVELOPMENT