

Ana Liebert
Software Engineer
New York, New York

analiebert19@gmail.com
(585) 520-1511

[linkedin.com/in/analiebert](https://www.linkedin.com/in/analiebert)
[GitHub.analiebert.com](https://github.com/analiebert)

SKILLS

Languages & Technologies: HTML5, CSS3, JavaScript, Git, Node.js/Express, MongoDB, jQuery, Python3/Django, ReactJS; Microsoft Office, Trading Desks: Xandr, Verizon, Amazon, DV360, TTD, Facebook, LinkedIn; Ad tech: DCM, IAS, Prisma, DoubleVerify, ComScore, Google Analytics

EXPERIENCE

Fellow, General Assembly; Remote– December 2021 - March 2022

- Participated in a 12 week, full-time (60+ hrs/wk) immersive course on software engineering and web development concepts, practical use-case, and industry best practices
- Completed coursework and personal projects leveraging several technologies, including HTML5, CSS3, JavaScript, Git, Node.js/Express, MongoDB, jQuery, Python3/Django, ReactJS, and more

Senior Account Manager, Dentsu Programmatic; New York— January 2021 - June 2021

Account Manager July 2019 - January 2021

- Oversaw all aspects of programmatic media for The Home Depot, managing a yearly budget of \$60MM+ while exceeding KPI goals for 50-60+ campaigns in a given business quarter; inclusive of display, video, audio, DOOH, and OTT activations
- Created custom data analyses to formulate insights regarding audiences, reach and frequency, path to conversion, and leveraged these to inform media strategy. Lead presentations of media plans, wrap up reporting, custom analyses and QBRs, status calls, and educational series
- Managed a team of specialists and coordinators, holding weekly status calls and 1:1s to track day-to-day progress as well as growth. Oversaw all campaign set up, reporting, and write ups, while maintaining hands on keyboard to assist with campaign management inclusive of data driven optimizations, reporting, and troubleshooting

Programmatic and Social Media Strategist, PHD; New York— June 2018 - May 2019

- Managed all programmatic and social campaigns for the Mailchimp account— inclusive of billing, trafficking, tagging, reporting, and optimizing of campaigns in Oath, DV360, Trade Desk, Facebook, and LinkedIn, with direct management and training of two media coordinators
- Owned write up of POVs on new initiatives, QBRs, wrap up analyses, and weekly insights based on reporting and optimizations made towards KPI goals. Assisted in RFP process following client briefings, collaborate with internal teams and Marketing Science to strategize cross channel investment plans

Assistant Programmatic Planner, Neo@Ogilvy; New York — October 2017- June 2018

- Assisted in the planning and execution of all programmatic campaigns for the UPS account— managed billing, trafficking, tagging, pixel implementation, and launching campaigns in the Trade Desk and Google Adwords. Analyzed data and provided weekly internal reporting and insights on campaign performance
- Owned campaign optimizations— made data driven adjustments to improve pacing and performance based on campaign KPIs, troubleshooted any issues—such as PMP activation and reporting discrepancies

EDUCATION

General Assembly, Certificate March 2021

Baruch College, Bachelor of Science in Marketing December 2016