

Andrew Jaquez

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PROFESSIONAL SUMMARY

Results-driven Campaign Manager with 6+ years of experience specializing in multi-platform media strategy and campaign optimization. Proven track record of managing enterprise-level accounts and leading cross-functional teams to deliver successful digital campaigns across various channels. Expert in developing and executing comprehensive media strategies with demonstrated success in managing budgets exceeding \$50M.

PROFESSIONAL EXPERIENCE

Senior Campaign Manager, PepsiCo

Walmart Connect, Hoboken, New Jersey

July 2023 - December 2024

- Spearheaded enterprise-level media strategy development and execution for PepsiCo's \$50M+ annual contract with Walmart Connect, achieving 100% delivery targets
- Developed comprehensive omni-channel media plans integrating Display, DSP, In-Store Demo, Homepage Lockouts, and Social Media (Meta, Pinterest, TikTok)
- Led and mentored a high-performing team of 3 Campaign Managers and 2 Media Analysts, implementing structured workflow processes that improved campaign delivery efficiency
- Established data-driven optimization frameworks that led to 20% improvement in campaign performance metrics

Campaign Manager, Beauty

Walmart Connect, Hoboken, New Jersey

January 2021 - July 2023

- Managed end-to-end mixed media campaigns for beauty category clients, ensuring 100% delivery rate across all campaigns
- Developed and maintained strong client relationships through proactive communication and regular updates
- Implemented new QA processes that reduced campaign setup errors by 100%
- Collaborated with enterprise and torso level clients to optimize campaign performance and exceed ROI targets

Campaign Lead, Local

Hulu, New York, New York

February 2020 - January 2021

- Managed \$5M+ yearly advertising budget across SMB and Enterprise brands
- Executed time-sensitive broadcast advertising campaigns with 100% on-time delivery
- Developed optimization strategies that reduced revenue at risk by 30%
- Created automated reporting solutions that reduced weekly reporting time by 50%

Senior Media Coordinator

DXagency, Edgewater, NJ

May 2018 - February 2020

- Managed digital campaigns across CPG, B2B, and government institution clients
- Executed social media campaigns across Facebook, Instagram, and Pinterest, achieving average engagement rates above industry benchmarks
- Collaborated with cross-functional teams to ensure seamless campaign execution and optimization

EDUCATION

Bachelor of Arts in Communications, Visual Communications - Graduated 2017

William Paterson University, Wayne, New Jersey

TECHNICAL SKILLS

- **Media Platforms:** The Trade Desk, Google Campaign Manager, Meta, TikTok, Pinterest, Snapchat, Reddit, LinkedIn
- **Analytics & Reporting:** Google Analytics, Tableau, PowerBI, Advanced Excel
- **Project Management:** Jira, Asana, Monday.com
- **DSP Platforms:** The Trade Desk, DV360, Amazon DSP

CORE COMPETENCIES

- Enterprise Media Strategy
- Team Leadership & Mentoring
- Campaign Optimization
- \$1M+ Monthly Budget Management
- Client Relationship and Account Management
- Cross-functional Collaboration
- Performance Analysis
- Media Sales