

# Latia Waters

3371 Crooks Forges, New York, NY

Phone: 1-555-590-1771

## Professional Summary

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Experienced Digital Media Manager with a strong background in media planning, data analysis, and performance optimization. Proven ability to manage large-scale software product launches and drive business objectives through strategic media campaigns. Highly analytical and creative, with excellent project management skills.

## Work Experience

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### Manager, Digital Media

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**Klinggislason**, Los Angeles, CA

*November 2019 - Present*

Experience using standard media planning data tools including Adobe Analytics, Omniture, BlueKai, TradeDesk, and 3rd party data providers

Established media metrics and performed data analysis to improve results and lower CPICPV

Built performance models based on available data

Oversaw the planning and buying process while working with media agencies

Demonstrated strong project management skills and the ability to work independently

Recognized for original contributions in developing a new data analysis model that significantly improved campaign performance

### Manager, Digital Media

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**Ward LLC**, Los Angeles, CA

*March 2015 - May 2019*

Managed multiple deadlines and deliverables, ensuring launch dates were met

Maintained an eye for detail while keeping big picture goals in mind

Delivered results with a strong sense of ownership

Launched enterprise-level and large-scale software products

Mastered lean methodology practices across multiple development teams

Demonstrated a strong understanding of lifecycle management for large-scale programs and projects

Awarded the "Digital Media Excellence Award" by the National Media Association in 2018

## Education

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**Pratt Institute**

*Bachelor's in Marketing*

## Skills

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Experience with paid social platforms like Facebook Power Editor and Twitter	Expertise in programmatic advertising	Experience with digital media campaigns across various buying platforms
Proactive organization and daily task management	Client campaign performance optimization	
Meticulous attention to detail	Analytical mindset for strategy execution and performance reporting	

## Additional Information

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Responsible for platform strategy, execution, and performance reporting for digital media campaigns on behalf of CPG clients and retail media networks	Commanded a high salary relative to peers in the digital media field, as evidenced by annual compensation reports
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