

Anthony S. Reedy

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Executive Summary

Energetic and creative problem solver seeking an operational role utilizing my strength in bridging the gap between business and technology. Experience includes data analysis and reporting, product management, tech support, people management, and communicating with executive leadership as well as external clients. I am a change agent always looking for a more optimal way to operate and a proven leader capable of uniting groups to achieve goals.

EXPERIENCE

May 2019 to Present	Camelot Strategic Marketing and Media <i>Programmatic Lead</i>	Baltimore, MD
	<ul style="list-style-type: none">• Focusing on client's KPI's, strategize, develop, and execute programmatic and paid social media plans• Using Platform UI's and Tableau Dashboards, provide in-depth analysis of media performance to clients on a regular basis and use results to make recommendations for further improvement• Developed and currently maintaining automated reporting tools leveraging Google Sheets and Google's query language for both internal and external teams	
June 2017 to January 2019	Oath/Verizon <i>Sales Project/Program Management Lead</i>	Baltimore, MD
	<ul style="list-style-type: none">• Created and owned the support process for our internal sales planning tool• With the goal of smooth user workflow, acted as liaison between planning tool users and Product Management/Engineering to fix bugs or highlight training opportunities• Ensured excellent customer service to users when reporting issues by following SLA's and proper escalation	
January 2015 to June 2017	Millennial Media/AOL <i>Sr. Director – Operations Engineering and Product Manager</i>	Baltimore, MD
	<ul style="list-style-type: none">• Managed global team of 12 Operations Engineers who were first line of troubleshooting for ad campaigns and internal tools• Built Jira Dashboards to ensure proper prioritization of tickets and to report to Executives progress on revenue impacting issues• Established and maintained Confluence pages of troubleshooting guides to empower user to solve common issues on their own• Picked up a few key Linux commands for pulling log files• My team was highlighted by SVP of Operations to the department as a first half "Big Win" due to vast improvements in responsiveness and effectiveness• Subbed in as Product Manager for the engineering team responsible for our ad servers and internal UI's. Using an Agile model, worked with business users and engineering to define requirements for and prioritize feature requests as well as confirm with users releases met "definition of done"	

May 2013 to
December 2014

Millennial Media **Baltimore, MD**
Director - Operations

- Managed team of 10 Operations Analysts assigned to a regional Sales Team
- Experienced merging teams due to acquisition of a competitor
- Kept Sales RVP well informed of regional performance and areas of opportunity by maintaining a strong partnership with open communication and through creating and presenting Quarterly Business Reviews
- Acted as mentor for my team and helped them improve their client servicing skills and provided Excel and MySQL training

May 2012 to
May 2013

Millennial Media **Baltimore, MD**
Product Analyst - Optimization

- Worked with Engineering and Business to develop ad serving optimization algorithms
- Maintained an internal reporting tool using HTML, PHP, and MySQL
- Developed internal alert systems to help reduce workload on Operations Analysts

May 2010 to
May 2012

Millennial Media **Baltimore, MD**
Campaign Operations Analyst

- Provided pricing and volume estimates for current clients and potential clients and provide strategies to meet clients' end goals
- Regularly pulled reports on performance stats to be presented to clients and made recommendations based on results
- Pulled custom reports for team members using MySQL
- Developed and presented training materials for new hires

November 2008
to May 2010

Advertising.com **Baltimore, MD**
Business Analyst, Display Advertising and SEM

- Managed desktop display and paid search advertising campaigns for both performance and brand advertisers
- Responsible for optimization campaigns to achieve our advertisers performance goals through data analysis
- Regularly pulled reports on performance stats to be presented to clients and made recommendations based on results

April 2007
to October 2008

Federal Aviation Administration **Washington, D.C.**
Program Analyst

- Worked on the development of a staffing model for Aviation Safety Inspectors
- Provided assistance with the budget for the Aviation Safety Division

EDUCATION

University of Miami **Coral Gables, FL**
May 2006

Master's of Music
Focusing in Instrumental Performance

St. Mary's College of Maryland **St. Mary's, MD**
May 2004

Bachelor of Arts
Double majoring in Economics and Music