

## Professional Summary

Results-driven Digital Media expert with 10+ years of experience in Media Planning, Brand Management, and Digital Media. Proven track record of driving business growth through innovative strategies and effective team leadership. Currently leading as a DM09 at Inazuma.co, leveraging expertise to shape the company's digital landscape.

## Professional Experience

### Head of Digital Media (DM09)

Inazuma.co | January 2020 - Present

### Senior Digital Media Manager (DM07)

NovaSpire Inc. | June 2018 - December 2019

#### **Key Achievements:**

- Spearheaded a campaign that increased website traffic by 50% through targeted media planning.
- Collaborated with the brand team to launch a new product, achieving a 20% market share within the first quarter.

#### **Responsibilities:**

- Managed a team of 8 in developing and executing digital media strategies.
- Conducted market research to inform media planning decisions.

### Digital Media Specialist (DM04)

Pulse Media Group | March 2015 - May 2018

#### **Key Achievements:**

- Developed and implemented a social media strategy that grew followers by 300% in 6 months.
- Assisted in the launch of a new client campaign, resulting in a 15% increase in sales.

#### **Responsibilities:**

- Assisted in media planning and buying for various client campaigns.
- Created and scheduled social media content for clients.

### Media Coordinator (DM01)

Spark Advertising | January 2012 - February 2015

**Key Achievements:**

- Successfully coordinated the logistics of a large-scale outdoor advertising campaign.
- Contributed to the development of a media kit that attracted new clients.

**Responsibilities:**

- Coordinated with vendors for media placements.
- Assisted in the preparation of media plans and reports.

## Education

**Bachelor of Science in Marketing**

University of California, Berkeley | December 2011

## Technical Skills

**Digital Media Tools:**

- Google Analytics
- Adobe Creative Suite
- Social Media Management Platforms (Hootsuite, Sprout Social)

**Media Planning & Buying:**

- Media Planning Software (e.g., Mediaocean)
- Negotiation and Budget Management

**Brand Management:**

- Brand Strategy Development
- Market Research and Analysis