

## Professional Summary

Results-driven Head of Media & Publishing with 12+ years of experience in digital media, driving business growth through strategic planning, team management, and innovative marketing solutions. Proven track record of delivering successful campaigns and fostering strong client relationships.

## Professional Experience

### Head of Media & Publishing (DM10)

Inazuma.co | January 2020 - Present

### Senior Media Manager (DM8)

NovaTech Inc. | June 2018 - December 2019

#### **Key Achievements:**

- Increased client base by 30% through targeted marketing strategies
- Improved team efficiency by 25% through process optimization

#### **Responsibilities:**

- Media planning and buying for major clients
- Team leadership and development
- Market research and analysis

### Media Manager (DM6)

Pulse Media Group | March 2015 - May 2018

#### **Key Achievements:**

- Successfully launched 5 new client campaigns, resulting in a 20% increase in revenue
- Developed and implemented a social media strategy, increasing followers by 50%

#### **Responsibilities:**

- Media planning and execution for mid-sized clients
- Assisting in team management and training
- Conducting market research for campaign development

### Junior Media Planner (DM4)

Spark Advertising | January 2012 - February 2015

### **Key Achievements:**

- Consistently met or exceeded client expectations, leading to a 95% client retention rate
- Assisted in the development of a successful pitch, securing a major new client

### **Responsibilities:**

- Assisting in media planning and buying
- Conducting market research and analysis
- Supporting the media team in daily operations

## **Education**

### **Master of Business Administration (MBA) in Marketing**

Harvard University

### **Relevant Coursework:**

- Marketing Strategy
- Digital Marketing
- Market Research and Analysis

## **Technical Skills**

### **Management & Leadership:**

- Team Management
- Leadership
- Client Development
- Teamwork
- Time Management

### **Marketing & Media:**

- Media Planning
- Media Buying
- Digital Marketing
- Online Marketing
- Email Marketing
- Media Relations
- Business Development
- Online Advertising
- Search Engine Marketing (SEM)
- Facebook Marketing

**Software & Tools:**

- Microsoft Office
- Microsoft Excel
- Microsoft Word
- PowerPoint
- Public Speaking

**Research & Analysis:**

- Market Research
- Research
- Digital Communication Strategy