

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