

Strategic technical sales professional with 8+ years of experience. Proven ability to excel in fast-paced and complex environments. Resourceful leader, experienced in fostering collaboration and driving data-driven decisions.

## Work Experience

### Rokt - Senior Solutions Consultant

July 2022-February 2023

- Expert in e-commerce transaction marketing optimization. Trusted Intermediary between Global Advertisers and top E-commerce Publishers. Oversaw the integrations of new technologies on both sides to monetizing maximize revenue while optimize marketing campaign outcomes.
- Helped grow the team from four consultants to sixteen in six months, responsibilities involved hiring, onboarding new talent, and training new team members to a level of mastery in front of clients and to internal stakeholders.
- Became a go-to knowledge resource for all clients (internal & external). Consulting organizations on how to effectively utilize their own 1st Party Data; often guiding External Legal counsel through regulatory guidelines (GDPR, CPRA) to agree on terms thus enabling the deal/sales cycle.

### Quantcast - Technical Account Manager

September 2021-July 2022

- Providing business development support across multiple verticals, managing \$40M in annual booked budget. Launching new products while maintaining key objectives of multiple stakeholders.
- Exceeded 2021's Q4 revenue projections by \$4M+ by aligning on customers go to market strategy and concentrating on highest revenue driving initiatives.
- Utilizing technical product knowledge to consult for clients, introducing and marketing new products, features to improve account scale to drive internal revenue and maximizing clients' experience.

### Adform - Platform Solutions Consultant

February 2020-September 2021

- Managing tier one accounts with both pre & post sales responsibilities. Running a \$60M annual booked budget in a key account lead role across multiple internal and external teams.
- *Ad-Server*: Managing a team of 6 international professionals to manage projects on behalf of clients. organizational structure encompassing any and all 3rd party measurement, hosting and analytics tools.
- *DSP*: Providing top-level media strategy and planning directly to clients based on extensive technical knowledge of the ad-tech space to increase revenue. Generating data-driven product marketing materials.

### Media.Net - Solutions Architect

April 2018-February 2020

- Technical point of contact connecting our global product engineers with customized solutions for publishers, agencies, and advertisers.
- Sole Product Specialist for all Perform Media. Involved in winning new business by supporting the entire US Sales Team with technical knowledge and product mastery. Developing & managing business in excess of \$20M annual bookings.
- Responsible for identifying new sales opportunities and revenue channels for the account team to grow customers footprint, including generating product marketing resources for internal and external use.

### 33across - Programmatic Platform Specialist

March 2015-August 2016

- Primarily responsible for assisting business development & new client acquisition for publisher-facing sales teams.
- Solely managed & optimized our network across numerous platforms, our company's main revenue component and primary driver of consistent growth. Implemented Header Bidding across full inventory.
- Communicate across numerous different stakeholders: buyers, brands, sales & publisher teams to address and resolve outstanding issues and generate new business.

## Education

### The College of New Jersey, Ewing NJ

August 2010 to May 2014

- Bachelor of Arts Degree: International Studies; Specializing in Economics and Trade

## Skills | Leadership Activities & Certifications

- Expert in G-Suite, Salesforce, Jira, Microsoft Office Suite, WordPress, Tableau, Segment
- Chrome Dev-Tools, Troubleshooting in JavaScript, HTML & CSS, SQL, SDKs, APIs
- Language proficiency: Russian (Intermediate), French (Basic), Spanish (Intermediate)
- Expertise working with GTM, GA, Tealium, Google Ads certified, App & Web Integrations
- Expert in Ads: Attribution, Media Planning, E-commerce, Search, Video, Social, Contextual, Native
- Youth Community Leader at the Brotherhood Boxing Community Center
- Awarded Presidential marks from the American Cadet Alliance in Fort Benning
- Mentor at Boys and Girls Club of America