

Brian Altman

🏠 326 East 4th St Apt. 4A New York, NY,10009
📱 Mobile: (203).710.7666
✉ E-mail: balt490@gmail.com

🌐 www.linkedin.com/in/brian-altman-bb871446
🐙 www.github.com/balto490

Profile / Skills

- HTML5/CSS3
- Database Management (SQL)
- SASS, Bootstrap, CSS Animation
- Javascript, JQuery, Ajax
- Responsive mobile friendly design
- Ruby, Ruby on Rails
- User authentication (Devise, Omniauth)
- Git and Github experience
- SEO experience
- API Integration
- Digital and linear marketing expertise
- Account and client management
- Product development
- UI/UX design, photoshop
- Salesforce
- Excellent presentation and communication skills
- Conversational Spanish, beginner Italian

Experience

New York Code and Design Academy,
New York, NY
August - December 2016

Web Development Intensive Student

- Full time full stack web development course.
- Created an enterprise level Ruby on Rails web application which sources data from users regarding the handicap accessibility of public spaces throughout New York City. Application uses Rails, Javascript, Ajax, JSON, Yelp API, Google Maps API, Bootstrap, Devise with Omniauth for 3rd party authentication.

Horizon Media,
New York, NY
July 2013 - August 2016

National TV Buyer/Planner

- Negotiated and maintained over \$50M in national television inventory for brands including GEICO, Dean Foods, David's Bridal, Vonage, Edible Arrangements, and Turner (Turner Sports, Adult Swim, CNN, etc.)
- Managed five Assistant Buyers and ensured they properly maintain clients' TV investments.
- Secured nearly \$2M in 360 (traditional media, social, and digital) added value opportunities with various networks, presented opportunities to the client, and oversaw the production process from start to finish.
- Consistently beat marketplace rates by 2-4% providing over \$3M in savings across all clients.
- Facilitated communications between brand teams, clients, and networks throughout the duration of a National Television campaign.
- Played a major role in the development of Horizon's new Advanced TV buying tool which merged digital with traditional TV buying by providing product support and feedback.

National TV Assistant Buyer

- Maintained national television inventory for clients including Capital One, GEICO, Silk Soy Milk, History Channel, and Film District.
- Resolved client billing and ensured client inventory ran accurately by communicating with various networks.
- Assumed Buyer responsibilities and negotiated over \$10M in inventory for the History Channel and Silk Soy Milk clients while turning back nearly \$400k in savings by negotiating below market rates.

Yodle Inc.,
New York, NY
July 2012 - February 2013

Consultative Sales Representative

- Analyzed and developed an online marketing strategy for potential clients resulting in lower costs.
- Secured over \$60k in new business.

Education

New York Code and Design Academy, New York, NY
Web Development 100
November 2015 - February 2016

Dickinson College, Carlisle, PA
B.A., Political Science, History
August 2008 - May 2012

University of Bologna, Bologna, Italy
Focus in European Affairs
January 2011 - June 2011