

## PATRICK CARMICHAEL

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### PROFESSIONAL EXPERIENCE:

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#### 📍 Bloomberg

New York, NY

*Global Pricing & Inventory Analyst: Media & Generative Data*

May 2023 - November 2023

- Maintained and directed product catalogs and rate cards across digital web and video, print, social, podcast and other Bloomberg platforms, ensuring up-to-date single source information for ad catalog asset monetization.
- Engaged in collaborative efforts cross-functionally with sales, business intelligence, campaign management and others to package and price deals, as well as obtain approvals, resulting in satisfying client needs and optimized yield.
- Employed SQL along with Datorama and Tableau for creating advanced analytics dashboards, increasing data-driven decision-making efficiency by 30%.
- Established prolific partnerships with internal/external campaign stakeholders for Luxury and other markets.
- Created plans with other sales leaders regarding generative learning tools to expedite sales funnel process.

#### 📍 Google

New York, NY

*Revenue Lead: Large Partner Solutions, Global Partnerships*

June 2022 - January 2023

- Led external publishers to drive programmatic revenue and optimize yield with 25% increase within \$200M+ book.
- Delivered programmatic expertise cross-functionally across Google on implementation & strategy.
- Leveraged data-driven insights to optimize sales for Google ad products internally saving colleagues 2+ hours weekly.
- Mentored a Digital Marketing Apprentice leading to their full time employment within Google's Marketing group.
- Fostered diversity, equity, and inclusion through leadership roles in three internal DEI & LGBTQ+ groups.

#### 📍 Paramount (formerly ViacomCBS)

New York, NY

*Senior Digital Platforms & Pricing Analyst: Strategic Yield Operations*

July 2018 - June 2022

- Identified and capitalized on growth opportunities, leading to a 50% year-over-year increase in programmatic profits.
- Oversaw relationships with 50+ external programmatic partners across Viacom, CBS & PlutoTV.
- Developed and administered holistic, live dashboards, using SQL & APIs for internal & external stakeholders.
- Fostered data-driven growth & pacing in 3,000+ digital programmatic campaigns in FreeWheel & Google Ad Manager.
- Provided cross-functional analysis and support for sales, pricing, accounting, operations, legal and intelligence teams.
- Oversaw LGBT groups internally executing 12+ initiatives including GLAAD and the ACLU on synergies.

### ADDITIONAL EXPERIENCE:

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#### 📍 John Hancock

Boston, MA

*IT Business Applications Analyst Intern*

June 2015 - August 2015

- Accountable for coordinating a multitude of continuous data transmission for processing in long term care systems.
- Communicated file statuses with external clients and internal business partners.
- Facilitated weekly departmental conferences in collaboration with Manulife office in Toronto, Canada.

#### 📍 EY (Ernst & Young)

Boston, MA

*External Audit Extern*

June 2014 - August 2014

- Identified & verified key controls as accounting auditor for thorough financial statements audit for two external firms.
- Collaborated with teams and clients of varying sizes and markets in a high-performance environment.
- Participated in the International Intern Leadership Conference in Orlando, Florida at the culmination of the internship.

### EDUCATION:

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#### 📍 UMass Amherst, Commonwealth Honors College

Amherst, MA

*BBA: Operations & Information Management; Minor: Information Technology*

May 2018

Cumulative GPA: 3.66; Dean's List (All Semesters)

- Recipient of SAP Student Recognition Award; Commonwealth Honors College Scholar
- Awarded 'Best Deliverables' in Business Intelligence & Analytics and Marketing courses.

### SKILLS:

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*Data & Visualization Tools:* SQL, Google Sheets, Excel, Tableau, Looker Studio, Power BI, STAQ & Datoram  
*Sales & Ad Tech Tools:* Google Ad Manager, FreeWheel, Salesforce, Operative, YieldX, Smartsheets & SAP