






PATRICK CARMICHAEL

✉ pcarm92@gmail.com | 📞 +1-617-862-8819 | 💻 carmichaelpatrick.com


PROFESSIONAL EXPERIENCE:

-  **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, and 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 the 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:

-  **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:

-  **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:

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