

# Christopher Maffei

2100 South Blvd, #4201, Charlotte, NC 28203

(845) 825-4430 · Cmaffei720@gmail.com

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## EDUCATION

**University of North Carolina at Charlotte**

Charlotte, NC

*Full-Stack Coding Boot Camp*

Browser Based Technologies, Computer Science Applied to JavaScript, Deployment, Databases, Server-Side Development April – October 2020

- Building of functional webpages designed visually using HTML, CSS, Bootstrap.
- Building of website functionality using JavaScript and third party libraries jQuery and Moment.js.
- Incorporating API calls into active websites using jQuery AJAX, Node.js asynchronous functions.

**Binghamton University, State University of New York**

Vestal, NY

*Harpur College of Arts and Sciences*

B.A. in Mathematics with focus in Actuarial Science, B.S. in Economic Analysis May 2015

Cumulative GPA: 3.3/4.0; Major GPAs: Mathematics: 3.2/4.0; Economics: 3.4/4.0

**Relevant Coursework:** Probability & Statistics, Financial Mathematics, Econometrics, Economic Forecasting, Financial Economics, Information Economics & Incentives, Intro to Financial Management, Investments, Macroeconomic & Microeconomic Theory, Calculus I & II, Multivariate Calculus, Differential Equations, Linear Algebra, Models for Life Contingencies I, Real Analysis I

### Actuarial Exams

Passed the following Society of Actuaries/Casualty Actuarial Society Exams: Financial Mathematics (FM)/2 in Feb. 2014, Probability (P)/1 in May 2014, and Models for Financial Economics (MFE)/3F in Nov. 2014

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## WORK EXPERIENCE

**Townsquare Media, Ignite Team, 200 S Tryon Street, Charlotte NC 28202**

*Senior Buyer, Emerging Platforms*

June 2018 – Present

- Emerging platforms team: Responsible for discovery & launch on previously unused Demand Side Platforms to bring key media buying operations in-house. Includes research of platform functionality, building cost, targeting & attribution tests to shape pricing and sales packages, and training team members on build & optimization of campaigns. Platforms already launched to sales include Adelphic, AppNexus, Facebook Business Manager, Google AdWords, LinkedIn Campaign Manager Pinterest Ads, Snapchat Ads & Amazon Marketing Services.
- Social team lead: Responsible for core media buying operations in Facebook & Instagram for national and regional campaigns. This includes upper funnel (Awareness), mid funnel (Traffic, Application Installs) and lower funnel (Lead Generation, Conversion) campaigns through the use of all Business Manager tools including audience & delivery analytics, custom & lookalike audiences, algorithmic bidding, and A/B testing.
- Recruitment team lead: Responsible for LinkedIn buying operations in LinkedIn Campaign Manager, primary use is for campaigns sold in the employment recruitment & education packages.
- SEM team: Supports SEM buying team by building & managing SEM campaigns in geographic markets.
- Reporting: Assist with creation reports for new platforms using APIs & GA data. Work with Data & Analytics Team & Management at the end of each month and each quarter to create media spend, KPI performance, and margin reports to review package pricing and best practices in regards to performance.

*Programmatic Media Buyer, Ignite Team*

March 2016 – June 2018

- National buying team lead: Responsible for build and optimization of national display campaigns to run across multiple platforms, often using creative targeting techniques such as lookalike targeting and A/B testing, while being held to strict CPA goals, clearly communicating results to management and clients, and making targeting and budget recommendations to maximize results.

*Media Trader, Data & Trading Team*

- Built and managed digital media campaigns by setting strategic audience targeting parameters and programmatically buying a variety of media inventory from multiple Demand Side Platforms (DSPs)
- Optimized campaigns to key performance indicators (KPIs) by using DSP and data analysis tools to pull and analyze key data from large databases to find trends and top performing audiences and inventory

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**ACADEMIC EXPERIENCE & SKILLS**

**Technical Skills**

- Full-Stack Coding Boot Camp through UNCC Charlotte:
  - Visual website development: HTML, CSS, Bootstrap
  - Functional website development: JavaScript, jQuery, Node.js
  - Back-end development: API calls through jQuery AJAX method, Node.js asynchronous functions
- Media Buying work experience:
  - Demand-Side Platforms, particularly Facebook Business Manager, Google Ad Manager, LinkedIn Campaign Manager, Pinterest Ads Manager, Snap Ads & AppNexus.
  - Attribution & analytics tracking, including Google Analytics, DSP attribution systems, & mobile app multi-touch attribution partners.
  - FTP & SFTP technologies to ingest client data & configure dynamic ad catalogs based on refreshing lists of inventory.
  - MS Office
- Experience using SAS and VBA through completion of The Infinite Actuary's Technical Skills Course
- Strong experience using Excel and SQL. Intermediate experience using R to perform regression analysis.

**Student-Athlete Tutor, Binghamton University, Vestal, NY**

Jan. - May 2015

- Tutored student-athletes on a weekly basis in economics and math courses including Econometrics and Statistics
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**ACTIVITIES & ACHIEVEMENTS**

**Pi Mu Epsilon Math Honor Society:** Member of Pi Mu Epsilon Math Honor Society at Binghamton University

**Exceptional Economics Major Award:** Recipient of Exceptional Economics Major Award at Binghamton Univ.