



PROFESSIONAL EXPERIENCE

May 2016 - present

Sabbatical

- Traveling around the world and the United States
- Development on personal website (www.dannyroosevelt.com); additional projects detailed below

2011 - 2016

BrightRoll (acquired by Yahoo! in December 2015), San Francisco, CA | www.brightroll.com

Prior to acquisition by Yahoo!, BrightRoll was the industry's leading provider of programmatic video solutions, including a demand side platform and marketplace. These solutions helped advertisers, publishers and partners grow their business and connect with consumers on web, mobile and TV.

Product Manager | 2014 - 2016

- Owned product strategy, execution for mobile, HTML5 video, identity management features within BrightRoll / Yahoo tech stacks
- Worked with executive teams to track revenue impacts from new feature releases, and directly contributed to millions of dollars in new revenue
- Designed, led implementation for high traffic systems to handle billions of transactions per day within complex advertising marketplace
- Successfully led multiple cross-functional teams to tackle complex problems within the industry

Senior Manager, Mobile Integrations | 2013 - 2014

- Managed technical integrations for mobile, connected TV video publishers on BrightRoll platform
- Implemented new operational systems to help onboard hundreds of additional publishers more efficiently

Senior Manager, Ad Operations | 2011 - 2013

- Oversaw video advertising QA, trafficking, implementation for BrightRoll's demand-side platform (DSP)
- Drove revenue growth through custom creative execution and campaign targeting strategies

2009 - 2011

Apple Inc., Los Angeles, CA | www.apple.com | Mac Genius

- Resolved customer concerns with creative solutions; excelled at understanding and contributing to company trends and growth



SKILLS, PROJECTS, AWARDS

Projects

- June 2016 - present: developing suite of tools to help increase professional productivity online; independent consulting to assist with strategic product planning for Bay Area ad tech company; advising for early-stage startups
- Oct 2013: Designed and led week-long company-wide productivity training seminar for 200+ employees at BrightRoll

Skills

- Productivity evangelist, macOS and Gmail / G-Suite power user
- Deep technical understanding of HTTP networking and web traffic communication; proficient in SQL, HTML, CSS
- Comfortable and skilled public speaker and presenter
- Mediocre golfer and aspiring home chef

Awards

- Jan 2016: Received Service Excellence Award from the Interactive Advertising Bureau (IAB) ([more info here](#))
- Oct 2014: Filed patent for standardized delivery of interactive mobile video advertising ([more info here](#))



EDUCATION

2005 - 2009

University of California, Santa Barbara

- B.A. in Sociology, minor in French
- Active member of Alpha Epsilon Pi fraternity

Fall 2008

L'Institut d'Études Politiques, Lyon, France

- Semester abroad in intensive cultural and language immersion program; extensive travel throughout Western Europe