



San Francisco, CA



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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 | 2013 - 2016

- Owned product strategy, execution for mobile, HTML5 video, identity management features within BrightRoll / Yahoo tech stacks
- Worked with exec teams to track revenue impacts from new feature releases; 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 complicated problems across the industry
- Thought leader within the company and broader industry; participated in and led numerous working groups and large-scale public webinars

Senior Manager, Mobile Integrations | 2012 - 2013

- Established best practices for partner integrations, created new team to offload custom API integrations from Product and Engineering
- Led testing, troubleshooting, management for API integrations with mobile, connected TV, desktop video publishers on BrightRoll platform
- Implemented new operational systems to help onboard hundreds of additional publishers more efficiently

Senior Manager, Ad Operations | 2011 - 2012

- Oversaw quality control, trafficking, and implementation for advertiser videos on 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

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

Projects

- August 2016 - present: Developing suite of tools to help increase workplace productivity
- June - September 2016: Independent consulting with large ad tech company for strategic product planning; advising early-stage startups
- Oct 2013: Designed and two separate company-wide productivity training seminars for 300+ employees at BrightRoll

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
- Participant in Technology Management Program
- 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