

DANNY ROOSEVELT

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Summary

I am an experienced technology leader with a strong focus on data-driven and analytical decision making, and I excel at creative problem solving and team collaboration.

Professional Experience

May 2016 - present

Sabbatical

- Traveling around the world and the United States
- Development on personal website (www.dannyroosevelt.com)

2011 - 2016

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

Product Manager | 2014 - 2016

- Owned product strategy, execution for mobile, HTML5 video, identity management within BrightRoll tech stack
- Worked with exec teams to track revenue impacts, and directly contributed to millions of dollars in new revenue
- Successfully led multiple cross-functional teams to tackle complex problems within the industry

Senior Manager, Mobile Integrations | 2013 - 2014

- Managed technical integrations for mobile and 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, and 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

- Analyzed customer concerns and problem solved with creative solutions
 - Excelled at understanding, examining, and contributing to company trends and growth
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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, Mac OS X and Gmail / G-Suite power user
- Deep technical understanding of HTTP networking and web traffic communication; proficient in SQL and Redshift, HTML
- 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](#))
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Education

2005 - 2009

University of California, Santa Barbara | www.ucsb.edu

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

Fall 2008

L'Institut d'Études Politiques, Lyon, France | www.sciencespo-lyon.fr/accueil

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