

My Name

✉ email@gmail.com

📱 111.111.1111.

Strategy-oriented digital marketing expert with proven success in campaign & client management

Relevant Experience

Manager – Programmatic (Internal Transfer from below)

Agency A, Springfield

Jul 2017 to Present

Senior Analyst – Programmatic

Agency B, Springfield

Jan 2017 to Jun 2017

Managing the agency trade desk team as the agency's programmatic lead:

- Understand client business goal and develop successful programmatic strategy
- Lead client discussions on how Agency A is programmatically activating client business goals through strategic alignment and quality management
- Provide campaign insights through data-driven storytelling; create client-ready reporting template; lead reporting training for analysts
- Manage day-to-day operations of agency trade desk team; oversee DSP and data partner billing; respond to all client/senior management/global requests
- Analyze DSP (DBM, TTD, AAP), ad server (DCM), 3rd Party (MOAT, Nielsen, IAS) and DMP (Neustar) data to capitalize on performance drivers, identify growth opportunities and monitor inventory quality
- Develop processes and guidelines necessary for programmatic operations
- Train and mentor analysts by utilizing Multicom's **onboarding program**, motivating through challenging tasks and providing career guidance

Education & Additional Experience

Bachelor of Accounting & Financial Management, Honours

Blue Mountain State

2007 to 2012

Staff Accountant – Cross Border Taxation

BDSM LLP, Springfield & Shelvylville

Jan 2014 to Apr 2015