

# DEMAGIO MANSSELL

## DIGITAL CAMPAIGN MANAGER

### CONTACT

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### PROFESSIONAL SKILLS

Account Management  
Digital Marketing  
Email Marketing  
Film and Television Production  
Graphic Design  
HTML  
Marketing Management  
Programmatic Advertising  
Project Management  
Social Media Management  
Search Engine Marketing (SEM)  
Website Design

### PERSONAL SKILLS

Creative  
Detail Oriented  
Organized  
Proactive  
Reliable  
Time management  
Team player  
Fast learner

### TECHNICAL SKILLS

Adobe After Effects  
Adobe Illustrator  
Adobe Lighthouse  
Adobe Photoshop  
Adobe Premiere  
Centro  
Facebook Ad Manager  
Google Suite  
Google Analytics  
Google Ads Display  
Google Ads Search  
Google Ad Manager  
HTML  
LinkedIn Campaign Manager  
Microsoft Office Suite  
MOAT Analytics  
Spot X  
Waze Ads  
Wide Orbit  
Wordpress

### WORK EXPERIENCE

#### SALES ENGINEER (DIGITAL CAMPAIGN MANAGER)

Tribune Publishing (Sun Sentinel & Orlando Sentinel) | Sept. 2019 - Present

Expands portfolio of digital offerings and capabilities with clients in the South Florida market through several products/platforms. Assist Sales Representatives and Digital Strategists with data-driven growth of revenue across high profile accounts through all marketing channels.

Liaison between internal communication, vendors, and clients. Led several opportunities to bring solutions for digital products in house under the tribune publishing brand.

Provide performance reports on analysis of the account, growth opportunities, and recommendations to ensure success of the campaign.

Tracking campaign performance through client's KPIs and meet expectations.

Utilize platforms such as Google Analytics, and Tapclicks to track campaign performance to make campaign optimizations.

Manage display, email marketing, programmatic, search, and social media campaigns.

Manage digital campaigns through Centro, Facebook Ad Manager, Google Ads, Google Ad Manager, LinkedIn ads, Live Intent, and Site Impact Email Platform.

Website design lead for onboarding, troubleshooting, and content creation of all websites for the southern region of the company.

Edit website content to meet client needs.

Collaborate with internal teams and external partners on executing all aspects of digital programming.

Assist in designing creative assets for campaign execution and work with our third-party creative services.

Facilitate tag management and pixel tracking.

Troubleshoot implementation of campaigns on digital platforms related to pixels, and HTML.

#### PUBLISHER ACCOUNT MANAGER

Playwire Media | May 2018 - Sept. 2019

Liaison between the network of publishers and departments within Playwire Media to execute daily objectives.

Troubleshoot problems with publisher accounts with Google Ad Manager and Spot X servers.

Responsible for account records, client authorizations, and daily tracking reports.

Troubleshoot technical problems with ad units, ad servers, creative assets, and WordPress.

Assist with ad unit optimizations for top-tier clients to meet YoY goals.

Assisted with campaign pitches for third-party ad networks, ad agencies, and studios on direct campaigns.

Increased over \$100,000 in video revenue for the publisher network.

Managed popular website accounts such as Audiomack, BleedingCool, Comicbookmovie, Crunchyroll, Datpiff, Gamefront, and Twinfinite, etc.

## CERTIFICATIONS

Google Analytics  
Google Ads Display  
Google Ads Search  
Google Ad Manager  
Waze Ads  
Centro

### TRAFFIC COORDINATOR

Nexstar Broadcasting Group (WFLA Channel 8) | May 2017 - May 2018

Oversee daily WFLA Master Control operations and the central hub operations.  
Monitor the flow of commercial content for several news stations located across the United States.  
Liaison between working with master control, marketing team, creative services, and sales to execute sales efforts.  
View all materials being delivered to stations for broadcasting logs.  
Troubleshoot technical problems with commercial content.  
Extensive experience with various digital video formats (VAST and VPAID).  
Effectively communicate with various advertisers for creative assets, approvals, scheduling, and campaign optimization.  
Knowledgeable and experience utilizing broadcast delivery systems (Comcast AD, Extreme Reach, Yangaroo, Javelin, On the Spot Media, etc.).

### PROMOTIONS ASSISTANT

CBS Radio | January 2017 - April 2017

Host promotional marketing events for 101.9 AMP, 105.9 Sunny FM, and 105.1 Mix.  
Participated in the logistics of marketing and promotion events for CBS Radio.  
Promoted and help organize the Downtown Food and Wine Festival.  
Partnered with vendors on Promotions of CBS Radio Events.

### PRODUCTION ASSISTANT

Crawford Group TV Entertainment | January 2016 - June 2016

Researched locations for on-set productions.  
Successfully managed all office administrative work.  
Managed all social media and email content and campaigns.  
Production Assistant for on-set production of "Houghton Mifflin Harcourt (k-12 grade)" textbook videos.  
Researched topics for season episodes of "How to Do Florida, Season 7"  
Handle all logistics for pre-production.  
Execute time-sensitive material with deadlines on production.  
Prepare market analysis materials and target demographics to expand the company brand with new advertising buyers (Visit Florida, Orlando Weekly, etc.).  
Pioneered new and innovative social media campaigns to increase viewer demographics.

### ASSISTANT DIRECTOR OF CAMPUS EVENTS

Florida Atlantic University | June 2014 - December 2015

Assistant Director of Homecoming assists in creating programs and overseeing week-long activities for Homecoming.  
Managed the logistics for all Homecoming events.  
Serve as a project manager to coordinate the largest Homecoming event Florida Atlantic University had to date.  
Successfully bridged the generational and cultural gap of students and staff of the university.  
Successfully managed the productions with artists for the Homecoming such as The Wayans Brothers, Jay Sean, T-Pain, Big Sean, Redman and Method Man, etc.  
Created promotional flyers for internal and external communication.  
Promoted daily events throughout the campus and the surrounding community through social media.  
Assisted in the drafting of contracts for vendor's participation (Red Bull, Coca Cola, etc.)

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## EDUCATION

### MASTERS OF BUSINESS ADMINISTRATION, MAJOR IN MARKETING

Nova Southeastern University | 2019 - 2021 GPA: 4.00

### MASTERS OF FINE ARTS, FILM PRODUCTION

Full Sail University | 2016 - 2017 GPA: 3.67

### BACHELORS OF BUSINESS ADMINISTRATION, MAJOR IN MARKETING AND BUSINESS MANAGEMENT

Florida Atlantic University | 2011 - 2015

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## AWARDS

### PRIDE AWARD - DIGITAL OPERATIONS

Tribune Publishing | Q1 2020

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## ORGANIZATIONS

### PHI KAPPA PHI HONOR SOCIETY

Nova Southeastern University Chapter | 2021 - Present

### PHI BETA SIGMA FRATERNITY, INC.

Alpha Beta Iota Chapter | 2013 - Present