

Mandy Tong

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PROFILE

I am a technical account manager and relationship builder who is passionate about technology, design, data, and user experiences. After having spent more than eight years in digital marketing, I have insights in marketing, business management, analytics, and customer relationships combined with technical skills to implement technical solutions. I believe we are all students and teachers and I thrive in a collaborative team environment.

EXPERIENCE

General Assembly Web Development Immersive, Fellow (Remote) 2018 - 2018

- Participated in a full-time immersive Web Development course using zoom, completing in-class projects, hackathons, and personal projects focused on real-world applications of web development principles and best practices.
- Developed a portfolio of individually and collaboratively focused in-class projects, including: connect-four game, sneakers app (REST), travel blog (CRUD), album review app, and list app

Crobo, Team Leader, Strategic Partnerships (US) 2016 - 2018

- Led, support and motivate a team of up to three account managers.
- Managed key mobile performance marketing advertiser accounts such as Lyft, EA, Twitter, and Zynga (\$100K - \$1M quarterly per account), measure campaign performance, and grow strategically client relationships.
- Collaborated with Product, Publisher Management, Ad Operations, and Analytics teams to identify advertising product offers, and integration into product market.
- Initiated the analyzing, optimizing, and execution of tactical improvements that meet and exceed client content marketing objectives.

Disqus, Senior Account Manager 2013 - 2016

Orchestrated advertising partnerships from pre-sale to integration, (native, direct response, and video) including post-launch execution and growth development. Oversaw, on average, 40 advertisers, and responsible for the largest percentage of monthly revenue, and tracking 30% growth each quarter consecutively.

- Advertiser renewal marketing budget, at between \$1M - \$1.2M quarterly.
- Provided training to clients on the advertising platform, improving optimal utilization.
- Collaborated with product, engineering, and analytics teams to identify and resurrect advertising product offers, and integration into product market.
- Managed pipeline and email communications to publishers and advertisers using Hubspot.
- Devised documentation, tools, and procedures to streamline production, operations, and workflows, decreasing turnaround time from 2-3 days to minutes, hours.
- Initiated the analyzing, optimizing, and execution of tactical improvements that meet and exceed client content marketing objectives.

Federated Media, Program Manager (Remote)

2010 - 2012

Managed production and day-to-day operations of over 60 digital media advertising campaigns for Fortune 500 companies such as Intel, Gap, Microsoft, Toyota, Best Buy, and State Farm, accounting for more than \$8M in revenue.

- Served as key liaison for agencies, cross-functional internal teams, vendors, and publishers throughout the entire project lifecycle, developing and maintaining relationships with key stakeholders.
- Certified that programs were implemented to specification and met client objectives. Led kick-off calls, managed timelines and budgets, and oversaw production of custom content and Rich Media creative.
- Analyzed internal and 3rd party reports from DFP, DFA, and Google Analytics, translating quantitative results into actionable insights and recommendations that helped clients make informed decisions, resulting in 8 consecutive renewals of Intel MyLifeScoop, amongst many others.
- Trained new team members and developed internal tools and reference materials, improving efficiencies within the department.

Visa Inc., Marketing Manager - Global Consumer Products

2007 - 2009

Directed cross-functional teams with the intention of defining website strategies, infrastructure, and drive content for three Visa websites: Visa Consumer Products, Visa Partner Network, and Visa Infinite Privileges.

- Instituted creative design, development and execution of all projects associated with educational and event communications, such as marketing collateral, email, asset library, design objectives and strategies, project briefs, budget, time frames, and vendor communications.
- Monitored, promoted, and improved Consumer Products, Visa Partner Network, and Visa Infinite Privileges websites to improve the user experience.
- Provided activities and recommendations intended to enhance and streamline Consumer Products by 35% in one month, with tools that communicated projects and initiatives over more than 70 pages of web content, and over 300 downloadable documents.

SKILLS

Proficiencies: Advertising Platforms, Salesforce, HubSpot, Adobe Creative Cloud, Microsoft Office 365, Jira, Phabricator, Trello, Cantonese

Technical Skills: Javascript, Python, ES6, JQuery, CSS3, HTML5, Sass, Ruby, Ruby on Rails, Node.js, Angular.js, AJAX, Express.js, React, MongoDB, SQL, PostgreSQL

Analytics and Tracking: Tableau, Looker, Compass, Google Analytics, HasOffers, TUNE, Appsflyer, Kochava, Adjust, Apsalar

EDUCATION

San Francisco State University

Bachelor of Science, Industrial Technology, Visual Communication