Eileen Burdekin

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[LinkedIn](#) | [Github](#) | [Website](#)

Full-stack software engineer with 8+ years of digital advertising expertise and a proven record of delivering results on-deadline and under budget. At Verizon, I expanded our DE&I-driven digital marketing spend by 3x YoY while maintaining performance goals. As a new developer, I'm excited to continue beating expectations.

TECHNICAL SKILLS

JavaScript, React, CSS, HTML, Python with Flask, SQLite

TECHNICAL PROJECTS

FilmClub - [Demo](#) | [GitHub](#)
Film Clubs are back - just ask the [NYTimes](#). This app creates a sleek space for virtual film clubs to meet and discuss.
- Developed a fully responsive, nested-layout, social React application with Tailwind CSS including dark mode toggle.
- Established user roles and authentication mechanisms using Flask-Restful, SQLAlchemy, bcrypt, and useContext (frontend) to ensure stringent data security and user privacy settings across the application.
- Integrated tMDB API into Flask backend, providing a comprehensive film catalog accessible for users to add their own ratings and join the discussion with posts in interactive discussion boards.

EXPERIENCE

Verizon   New York, NY
Senior Data & Supply Strategist   12/2021 - 07/2023
- Increased programmatic share of Verizon DE&I spend by 3x annually while maintaining performance goals
- Maximize CRM usage, enabling first-party data opportunities through API partnerships with media partners
- Spearheaded negotiations with SPO partners, securing custom tiering for preferred rates and AV media
- Partnered with Yahoo DSP to expand available programmatic inventory and maximize partner revenue

Programmatic Media Strategist   09/2020 - 11/2021
- Selected to stand up new in-house buying team, establishing ways of working and Verizon best practices
- Planned and optimized full-funnel programmatic campaigns for Verizon Wireless, owning ~$10M per quarter
- Executed third party tag implementation, pixel creation, creative troubleshooting, and consulted with agency on trafficking
- Partnered with Yahoo DSP on driving product roadmap and expanding programmatic capabilities

Jellyfish   New York, NY
Senior Programmatic Manager   02/2019 - 08/2020
- Owned campaign strategy & execution for brands across retail, travel, and home goods verticals
- Led DV360 and Campaign Manager trainings for independent agencies and in-house buying teams
- Designed, built, and led adoption of an internal knowledge base of best practices and case studies. Led trainings for team of 40+
- Managed team of 3 traders, supervising campaign management and career development

Essence Global   San Francisco, CA & New York, NY
Programmatic Media Manager   06/2015 - 02/2019
- Led planning and execution of campaigns across Google's smart home product suite, totaling $11M+ per quarter
- Managed and mentored 2 direct reports
- Founding member of HP Inc. account team that grew account from a test campaign to global AOR in two quarters
- Planned and optimized digital HP Inc campaigns totaling $7M+ per quarter

EDUCATION

Flatiron School   Los Angeles, CA
Certificate, Full Stack Software Engineering   09/2022 - 02/2024

Georgetown University   Washington, DC
BA, Linguistics, Cum Laude   2014