

ERICA DAVIDSON

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EMPLOYMENT

Adaptly | New York, NY

May 2015 - Present

DIRECTOR OF LEARNING & DEVELOPMENT

Project management and educational strategy: Develop teams and organizational processes for global offices

- Cross-functional partner: collaborate with Revenue, Operations, Product and Finance to shape new processes, roadmaps, and provide the necessary support to ensure sufficient delivery in accordance of scope, time and budget
- Implement knowledge sharing initiatives such as cross-department trainings, curate a monthly newsletter sharing beta products and features and bring in industry expert guest speakers
- Develop and facilitate client-facing educational programs, translating and communicating product and platform information for accounts like Mullen and PepsiCo
- Lead in-person and virtual trainings, own process documentation and own internal support and triage
- Create and administer surveys, evaluate and analyze training feedback and ROI to understand impact and value
- Conduct user research and feedback to understand a department or teams' working dynamics and surface opportunity areas and new ideas for impact and efficiencies
- Generate professional development programs such as management training and skills-based training
- Manage external vendor relationships and negotiate fees
- Own documentation of partner materials (Facebook, Instagram, Twitter, Pinterest, Snapchat), new platform materials (Amazon, Google, third party data partners) and organizational processes, such as how-to playbooks, product feature releases + updates and internal policies; created Amazon DSP certification for Adaptly users
- Created searchable subject matter expert database by researching, pitching and adopting new software across the company, which led to an integration with Google Suites.

SENIOR PROJECT MANAGER, MEDIA OPERATIONS TRAINING & ON-BOARDING

- Provide short-term tactical and long-term strategic leadership to build and maintain Learning Management courses and certifications with product overviews and supporting sales material
- Created 30-60-90 day on-boarding program for global account teams, including new deployment testing environments in Adaptly's platform for Pinterest, Snapchat and the Facebook Pixel
- On-boarded 22 new hires with 100% retention to date; 6 of these hires have since been promoted
- Export and evaluate monthly net and gross revenue reports and perform weekly campaign data maintenance
- Executed new revenue process in Salesforce that led to an API integration between Salesforce and Adaptly's internal platform

MEDIA MANAGER

Manage, optimize and evaluate social campaigns across Facebook & Instagram, Twitter, Pinterest and Snapchat. Launching campaigns in Adaptly's proprietary technology via API integrations as well as through native platforms

Thrillist Media Group | New York, NY

April 2014 - May 2015

AD OPERATIONS COORDINATOR

Execute and evaluate digital campaigns across Thrillist verticals through web, mobile and email standard banners, video, rich media, sponsored content, commerce integrations and audience extension

MediaVest | New York, NY

July 2013 - April 2014

ASSISTANT ACTIVATION ASSOCIATE

Assist with the activation of television, broadband and mobile advertising for Mondelez International

Weil Gotshal & Manges LLP | New York, NY

July 2012 - June 2013

BANKING & FINANCE PARALEGAL

Assist with cases in M&A, Restructuring, and Private Equity in the preparation, review and processing of complex financial transactions

EDUCATION

Wesleyan University | Middletown, CT 2008 - 2012

Bachelor of Arts in Government, concentration in American Government and Public Policy

SKILLS AND ABILITIES

- Project management
- AirTable
- Trello
- Asana
- Slack
- Salesforce admin
- Lessonly (LMS)
- Excel & Powerpoint
- Photoshop
- CSS + HTML (beginner)