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| **Introduction­** | *Data Solutions Director seeking marketing positions with a focus on automation, algorithms, and proprietary ad-tech synergy solutions.* | |
| **Skills** | * Programmatic Trading (Amazon, Verizon, DV360, The Trade Desk, Vistar, Xandr) * Campaign Management (DCM, Bluekai, Krux, Neustar, Prisma, SBMS) * Customer Relations Management (CRM) * Coding (HTML, CSS, JavaScript, JQuery) * Market Research & Emotional Branding | * Bilingual (English & Spanish) * Social Media (Content, Analytics, Advertising) * Media Production & Editing (Video, Audio, Graphic Design) * Direct Client Communications * Leadership & Innovation |
| ­  **Experience** | **Associate Media Director, Data Solutions – Horizon Media (Los Angeles, CA) *May 2019 – Mar 2019***   * Oversee data activation strategy and media partnerships across STX Entertainment’s portfolio * Direct a team of two programmatic specialists while providing consultancy to 16 team members * Manage activations across 6 DSPs (Amazon, Verizon, DV360, The Trade Desk, Vistar, Xandr Invest) * Create custom processes to increase campaign efficiencies – 62% better ROI to date * Promoted into AMD position after 2 years of success as Data Solutions Manager   **Manager, Data Solutions – Horizon Media (Los Angeles, CA) *Mar 2017 – May 2019***   * Founded agnostic programmatic business practices on behalf of STX Entertainment * Increased programmatic investment by 1,919 percentage points * Managed data activations across 4 DSPs (Amazon, Verizon, Google’s DV360 and The Trade Desk) * Analyzed large amounts of data daily, 65,535+ entries, to yield higher ROI for STX Entertainment * Trained programmatic specialist and cross-functional teams about the programmatic ecosystem, data and ad technology * Negotiated more than 300+ deals and created 70+ category packages * Expanded STX’s moviegoer data offering while leveraging partnerships with 15+ data providers   **Programmatic Media Buyer Associate – Starcom (Chicago, IL) *Feb 2016 – Mar 2017***   * Represent and manage 50% of Best Buy’s first party programmatic campaigns * Lead, plan, and optimize online biddable media campaigns and programs exceeding $9 million in advertising spend; while meeting and surpassing Best Buy’s revenue goals * Review and approve the translation of radio ads from English to Spanish across all Best Buy campaigns * Buy 1st, 2nd, and 3rd party audience data inventory while leveraging partner relationships with AOL and Google * Promoted into Media Buyer position after three months of success as a media operations associate * Innovated a data gathering process via excel which continues to save coworkers across clients - including Kraft, Mars Wrigley, Kellogg, and Best Buy - approximately four hours per week * Engage and act as a gate keeper for new media vendors in the market place to formulate innovative proposals for the Best Buy client   **Project Manager – Brandgarten (Madison, WI) *Nov 2015 – Jan 2016***   * Used effective emotional branding techniques to improve the market segments of OB Tampons and Johnson&Johnson’s Rogain * Analyzed more than 120 hours of research footage involving key consumer insight to assist our clients’ marketing strategy * Strengthened the value proposition of two global marketing campaigns by identifying emotionally driven consumer attitudes * Contracted role prior moving to Chicago, IL   **Market Research Intern – Webcrafters (Madison, WI) *Oct 2015 – Feb 2016***   * Assisted the Vice President of Marketing in conceptualizing a new voice and online presence * Guided the sales team by identifying over a 100 high-value targets in foreign markets * Recognized new markets in the print industry via online research, email marketing, and cold calling   **Software Trainer – UW-Madison STS (Madison, WI) *May 2012 – Oct 2012***   * Orchestrated promotions to increase students’ interest in class participation * Taught students to use Microsoft Office, Adobe Creative Suite, and Word Press with each class consisting of twelve students * Expanded the organization’s curriculum by creating a digital audio workstation course | |
| **Education** | **Bachelor of Science: *Life Sciences Communication Jun 2015***  **University of Wisconsin-Madison (Madison, WI)**   * Emphasis on strategic marketing communications | |