

Adam Colin

Chicago, IL

EXPERIENCE

Twitch, Chicago, IL – *Senior Client Strategist*

May 2020 - PRESENT

August 2018 - May 2020 - *Client Strategist*

- Built and submitted 241 RFPs to date, for brands across every major vertical, resulting in 145 Closed Won opportunities (60% Win Rate) totaling \$40.9MM in sales
- **Independently** initiated and maintained numerous relationships with new clients. Educated each new client on the Twitch platform, RFP submission process, product offering, and campaign monitoring, which has led to 10 'Closed Won' opportunities totaling \$1.8MM in 2020 alone
- Support all Directors of Client Strategy in the Chicago office in strategic RFP responses for 11x multi-million-dollar campaigns (e.g., MolsonCoors, General Mills, State Farm, Samsung, P&G, etc.), managing client relationships and exceeding all client expectations in both pre-sale and post-sale conversations
- Assist in the onboarding of all new Client Strategists for US and EMEA. Created onboarding documents that clearly outline all processes and steps for specific Client Strategist responsibilities such as grounding strategy in data, how to pull the data in numerous strategic tools, and the fundamentals of strategic media planning.
- Onboarded 5 Directors of Client Strategy. Educated each Director individually on all-things Twitch; what the platform is, how we position Twitch in the marketplace, how the general pitch should be presented, where to focus on specific slides within the general pitch, how internal teams work best together, and overall strategy for advertisers approaching the gaming industry.
- The point-person for all alcohol advertiser campaigns throughout the US. Each Client Strategist and several Directors rely on me to educate them on LDA compliancy, Beer Institute laws, how to effectively target an LDA compliance audience on Twitch, and how to approach limitations within custom content activations due to alcohol consumption policies.

Connect at Publicis Media, Chicago, IL – *Senior Associate (National Strategy)*

April 2018 - August 2018

April 2017 - April 2018 – *Associate*

- Developed and implemented strategic marketing plans to achieve corporate objectives which included industry landscape, competitive insights, flighting and pricing strategies, and creative wear-in/wear-out strategies to maximize reach and avoid ad fatigue in desired audiences.
- Established and maintained relationships with inter-agency teams on behalf of the clients' by scheduling weekly statuses, sharing strategic insights to better educate partner agencies on client needs, and ideating around specific tent pole initiatives.
- Led the Miller Lite esports initiative and educated senior level clients on the space, the difference between casual and professional gaming (esports), do's and don'ts in the space (how to come across authentic and genuine), and most importantly, strategically approaching the gaming space with media and content.
- Led all billing documentation and actualizations for the Miller Lite National Strategy team by working with each department (Finance, Performance Media, Content, Social, Local, and Video Investment) and created a billing workbook that is still used at the agency after my departure.

Zenith, Chicago, IL – *Associate (Digital & Social Strategy)*

November 2016 - April 2017

June 2016 – November 2016 – *Media Trainee*

- Assisted in analyzing partners that were best suited for our client's specific campaign needs.
- Maintained constant communication with both the clients and the publishers to ensure that communications were centralized.
- Assisted in the creation of proposal decks that we would pitch to our client after receiving a media brief
- Weekly campaign maintenance that consisted of the following: updating status documents, updating pacing trackers, sending out weekly pacing updates to the clients,

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Data Software Tableau, comScore, Nielsen DCR, GWI, Mode

Applications: Microsoft Office (Word, Excel, PowerPoint)

Sales Oriented Training:

Communication:

Own the Room: Public Speaking Training

The Gap Partnership: Negotiation Workshop

IAB – Digital Media Sales Certification

Facebook Blueprint Certified

4C University Certified

Leadership:

Train Strategists and Sr. Strategists on all insights related tools; ComScore, Tableau, GWI, Mode

Influence and train all new hires from Strategist to Directors of Client Strategy

Point person for all alcohol-related buys due to the complexities of the vertical and my previous work experience

Mentor for the 2020 Summer internship program

EDUCATION:

Bachelor of Art

Major: Public Relations & Advertising

Minor: Marketing

DePaul University, Cum Laude, 7x Dean's List Recipient

pulling live screenshots of campaign activity, and maintaining constant communication with vendors to ensure that campaigns delivered in full and optimized when necessary.

- Assisted in building out tracking sheets for programmatic/display oriented media.
- Generated targeting recommendations for specific social campaigns (Twitter, Facebook, and LinkedIn) for the client's approval.
- Ran social campaigns from start to finish on Twitter, Facebook, and LinkedIn for specific products under the Oracle umbrella (including both North America and Latin America regions)
- Created flighting schedule recommendations, mid and post-campaign reports, and weekly pacing reports for all campaigns I ran.
- Assisted in the creation of a "Master Creative Submission" form to centralize all creative deliverables for Facebook, Twitter, and LinkedIn content.