

## Contact

brendan.donoghue@gmail.com

www.linkedin.com/in/brendan-donoghue-465aaa1 (LinkedIn)  
runnersworld.com (Personal)  
bicycling.com (Personal)  
runningtimes.com (Personal)

## Top Skills

Integrated Marketing  
Digital Media  
Social Media Marketing

## Languages

Spanish

# Brendan Donoghue

Director, Digital and Programmatic Sales at Captivate, LLC  
Port Chester, New York

## Summary

Specialties:

Digital Display Media  
Digital Sales Training  
Account Development and Management  
Developing New Business  
Creation of Custom Marketing Solutions  
Mobile Media  
Social Media  
Gaming  
Health and Wellness  
Revenue Accountability

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## Experience

Captivate, LLC  
Director, Digital and Programmatic Sales  
December 2017 - Present  
Greater New York City Area

Leading the build out and monetization of programmatic DOOH on the east coast for Captivate the leader in office media through video screens in elevators across the country.

- Identify, pitch and land new business across agency trading desks, client trading desks and agency direct within NYC, BOS, PHI, D.C. and other critical east coast markets
- Negotiated, closed and serviced world first DOOH PMP through The Trade Desk
- Closed first client direct PMP in company history
- Help build out go-to-market strategy, help select data and ad tech vendors to partner with, onboard DMPs and DSPs per client demand, evangelize new trends and opportunities within digital and programmatic internally and externally

- Subject matter expert for digital and programmatic for traditional sellers and management

## Foursquare

Senior Brand Partner

February 2016 - December 2017 (1 year 11 months)

Greater New York City Area

## Thinknear by Telenav

Regional Sales Manager

December 2014 - February 2016 (1 year 3 months)

Thinknear is a location technology company and full-service mobile advertising network focused on delivering amazing advertising campaigns for agencies, brands and consumers. Thinknear's platform delivers the accuracy, scale and technology required to effectively leverage mobile location data to power better consumer experiences. In mobile, precision matters, and as a division of Telenav, Thinknear leverages exclusive access to over 15 years of proprietary location data.

## WildTangent

Account Executive

March 2014 - November 2014 (9 months)

Representing WildTangent the largest cross-platform gaming company calling across the NY and New England territories. Selling highly engaging and custom marketing solutions across social, mobile and desktop.

## Rodale

Corporate Digital Sales Manager

September 2011 - February 2014 (2 years 6 months)

New York, New York

Senior NY and New England Sales Manager driving revenue across industry leading health and wellness digital properties: Menshealth.com, Womenshealthmag.com, Prevention.com, Runnersworld.com, Runningtimes.com, Bicycling.com and OrganicGardening.com.

Creation of innovative and integrated marketing programs across digital, mobile, events and print.

## Rodale

3 years 4 months

### Online Sales Representative

January 2009 - October 2011 (2 years 10 months)

Sales Rep for Runnersworld.com, Bicycling.com and Runningtimes.com.

Territory includes Mountain, Central and East Coast.

### Interactive Sales Planner

July 2008 - January 2009 (7 months)

Digital Sales Support for 10+ Account Executives across multiple sites.

### Turner Broadcasting

#### Digital Service Representative

2006 - 2008 (3 years)

Digital campaign management supporting several account executives across digital and VOD campaigns as well as experience with digital ad operations.

Sites included: pgatour.com, pga.com, nascar.com, tbs.com, tntdrama.com, cartoonnetwork.com, adultswim.com and nba.com.

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## Education

### University of Colorado Boulder

Bachelor of Arts (B.A.), American History & Peace and Conflict

Studies · (2000 - 2004)