

RELEVANT EXPERIENCE

YuMe <i>Corporate Marketing Manager, Brand & Advertising</i>	Redwood City, CA 11/14- present
<ul style="list-style-type: none">Advertising lead for Awareness and Demand Generation campaigns across all channels (effort includes: publisher RFP, media plan build, tracking set-up, execution, final reporting)Lead for translation & localization process - work closely with regional teams and translation agencyProject manage creation & delivery of creative requests (e.g., visualization of new research, datasheets, whitepaper layout, website re-design, event signage, digital banners, e-newsletters)	
Oracle <i>Advertising Manager, Search and Online</i>	Redwood Shores, CA 07/11- 10/14
<ul style="list-style-type: none">Manage, coordinate, and implement all incoming one-off media campaign requests separate from corporate-funded advertising activity (including working with both publishers and content owners to design, negotiate and set up B2B email marketing campaigns, webcasts, and content syndication programs)Act as day-to-day contact for internal product marketing and campaigns groups to develop content and optimize SEM, and online Demand Generating campaigns, to ensure that projects are completed on schedule and within the defined budget.Ensured upkeep of key documents and processes necessary for tracking, analysis and ROI confirmation campaign materials.Work closely with other team members, global media agency and internal product marketing and campaigns teams to plan and implement multiple global online demand generation campaigns.Managed execution of pilot lead generation program for Oracle Financial Services in Latin AmericaWorked closely with campaign teams to re-launch of Oracle acquired companies' post-acquisition, and Established regular reporting cadence of re-launched SEM campaign performance to monitor and ensure continual improvement post-acquisitionWorked in-tandem with Global Search lead to set up tracking (Google, Omniture, and internal CRM system) for pilot awareness search campaign, and continue to be in-charge reporting & quarterly analysis of campaign.Weekly reporting to ensure data quality, lead flow, and successful delivery to sales, and provided media optimization and program enhancement suggestions where needed.	
Universal McCann <i>Project Manager – Custom Media (Microsoft brands)</i>	San Francisco, CA 10/10 – 06/11
<ul style="list-style-type: none">Primary client contact for event and sponsorship programs and responsible for proposal evaluations, recommendations and assisting in the development of cross-platform opportunitiesSupported media director in the aggregating and analysis of quantitative data from various cross-platform campaigns to better understand each execution's impact against key brand performance indicatorsCoordinate efforts between planning teams and vendor partners to develop programs that align with and most effectively reach current campaign goals and objectivesProject-managed execution and asset approvals for integration programs across network TV and digital extensions	
Assistant Media Planner – Microsoft Bing	01/10 – 10/10
<ul style="list-style-type: none">Developed strong understanding of proprietary agency tools (DDS, Matrix, Improve, Clear Decisions/IMS Suite)Researched various target demo/psychographics using cross-tab analysis and explicated Forrester/Nielsen trending reports in order to analyze the effectiveness of potential shifts in strategyWrote initial drafts of agency-to-client POVs and assisted with both offline and online RFP processesHelped build media plans, taking into account historical data of similar campaigns, media types, brand ecosystem and alignment with target consumer segmentsAnalyzed post-campaign data to provide insights on performance as well as learnings for future campaign optimizationHandled offline and online media and production billing from estimate approvals through the reconciliation processCompiled weekly status sheets for team, inter-agency, and client meetings	
Venture Beat <i>Intern – Business Development</i>	San Francisco, CA 06/09 – 09/09
<ul style="list-style-type: none">Media and logistics contact for MobileBeat 2009 conference speakers and media partnersHeavy involvement with speaker recruitment and head of on-site coordination during MobileBeat 2009Wrote and executed on sponsorship contracts for conference media partnersDrafted copy for email blasts and blog postsConducted research on relevant companies, created contact database, and pitched GreenBeat 2009 SmartGrid conference to potential attendees	

EDUCATION

University of Illinois at Urbana-Champaign Bachelor of Science in Business Administration, Marketing	Champaign, IL May 2009
--	----------------------------------

TECHNICAL SKILLS

- Advanced knowledge of Microsoft Office (Excel, Powerpoint and Word)
- Experience with Adobe Photoshop and Omniture SiteCatalyst, Google AdWords, Google Analytics, Marin Software, Pardot, Eloqua, Constant Contact, EventBrite, AdRelevance, ATLAS, Comscore, Oracle Siebel CRM, and HTML