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EDUCATION

Columbia University Engineering Boot Camp
Virtual Full Stack Web Development Coding Course

January – July 2024

The College of New Jersey

Bachelors of Sciences in Business Administration with a concentration in Marketing and Minor in Communications

Ewing, NJ

August 2015 – May 2019

GPA: 3.5/4.0

DeMatha Catholic High School

Graduate, Current Alum

Hyattsville, MD

August 2011 – June 2015

GPA: 3.5/4.0

WORK EXPERIENCE

Bloomberg L.P.

New York, NY

Product Manager, Off-Platform Advertising Operations (Ad Product & Innovation)

October 2022 - Present

- Subject matter expert for video ad tech connections, managing ad monetization across Bloomberg's video distribution network (including O&O CTV/ Mobile applications & external video streaming partnerships)
- Played a critical role in launching Bloomberg's BTV+ live stream across 30 new platforms in 2023, including major FAST channels such as Amazon Prime/Freevee, Hulu, PlutoTV, Samsung TV+, Plex and Tubi.
- Played a key role in revising Bloomberg's content distribution workflow to allow for ad targeting against live stream & VOD metadata
- Worked with multiple engineering teams to troubleshoot video content delivery and launch enhanced features on owned & operated mobile (iOS/Android), and Connected TV (Apple TV, Roku, Android TV, Amazon Fire) applications.

Digital Advertising Trafficking Specialist (Ad Operations)

February 2021- October 2022

- Played a key role in fulfilling over 150 advertising campaigns for 90+ clients, including the key accounts of Blackrock, JP Morgan, Barclays, EY, Accenture and Prudential. Amounting to \$14.25M in ad revenue billings for Bloomberg Media.
- Developed [custom advertising solutions](#), requiring the use of design tools such as Photoshop, Celtra & custom CSS styling.

Interpublic Group (IPG)

New York, NY / Philadelphia, PA

Various Positions (including full-time & internship experience)

January 2018 – January 2021

Initiative

New York, NY

Associate, Communications Design

March 2020 – January 2021

- Aid in planning and execution of media plans for Gilead's HIV Treatment & Prevention medications, Biktarvy and Descovy
- Provide insight and expertise in pitching new business proposals, studying trends in the marketplace and using agency tools to research media consumption habits of the target audience(s)

Healix Global

New York, NY

Associate, Media Planning

March 2019 – May 2020

- Aid in development of media plans promoting the launch of AMAG Pharmaceutical's Vyleesi and Intrarosa prescription brands
- Assist in reporting, billing and strategizing with representatives from the client and creative teams (including taking lead on weekly status calls and monthly KPI reporting)

IPG Mediabrands

New York, NY

Summer Resident, Media Planning

June – August 2018

- First Place finalist of Residency Pitch Competition with a detailed media plan to promote *LEGO Movie 2* consumer products
- Track account budgets and other billing information, including the review of monthly invoices from assigned clients

Tierney Communications

Philadelphia, PA

Account Management Intern

January – May 2018

- Act as a liaison between TD Bank client representatives, and Tierney's advertising production and creative teams
- Research and develop media backgrounders for Tierney's new business proposals to potential clients (ie; Philadelphia 76ers)

LEADERSHIP EXPERIENCE

American Marketing Association

Ewing, NJ

VP of Membership Communications & Director of Fundraising

January 2016- May 2019

Pi Sigma Epsilon – Zeta Zeta Chapter

Ewing, NJ

Member, Sales Oriented Professional Development Fraternity

October 2017 – May 2019