

Kareem Davis

5610 Nepesa Way, Delray Beach, FL

561-528-0755 / daviskareem92@gmail.com

Github: <https://github.com/kd5200>

EDUCATION

Bachelor of Science in Politics

Florida Atlantic University

May 2021

Boca Raton, FL

The Pennsylvania State University

August 2017

State College, PA

WORK EXPERIENCE

Campaign Manager

August 2022 - Present

Horizon Media

- Launch and Optimize Programmatic campaigns
- Provide trafficking reports on potential fraudulent activity
- Generate tracking tags to track Interactivity with ads
- Troubleshoot issues with campaigns and floodlights

Google Ads Specialist

December 2021 - August 2022

PR Business

- Launch Google Ads Campaigns
- Optimize Google Ad Campaigns
- Connect Analytics to Google Ad Campaigns
- Communicate With Clients about changes they want made to their Ads.
- Handle Ad Budget Optimization
- Connect Web Traffic Tracker To Clients Websites.

INTERCOLLEGIATE ATHLETICS

Florida Atlantic University, Division 1 Football Program

(2018-2020)

- Walk-on player
- Devoted 20-30 hours a week to athletics while having a full course load and no scholarship.

- Gained strong work ethic, leadership abilities, and team-building experience.

The Pennsylvania State University, Division 1 Football Program (2017-2018)

- Preferred walk-on
- Devoted 20-30 hours a week to athletics while having a full course load and no scholarship

SKILLS

AWS
Github
Flask
Python (numpy, pandas, matplotlib, machine learning)
Javascript/HTML/CSS
Postman
NPM
MongoDB
Wordpress
REST API
OOP
ORM
SQL
Data Analysis
Data Science
Google Tag Manager
Digital Marketing Strategies
CRM experience
Excel
Mathematics
Microsoft Word
Leadership
Time Management

Certifications

AWS Certified Cloud Practitioner (CLF)
Google CM360 Certified
Google Analytics Certified
Innovia platform Certified
DoubleVerify Certified

