

# KENNY SEO

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Motivated by the lack of streamlined communication between customers' needs and product/engineering teams' roadmaps, I am a software developer with a digital media sales background who has a passion for creating innovative tools to help marketers drive performance against their KPIs.

## SKILLS

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- Developer Skills: HTML, CSS, Javascript, MERN Stack, Python, Google Oauth, Passport, Jquery, PostgreSQL, Github, Slack, Heroku, MongoDB, Bootstrap
- Digital Media Skills: DSPs, Social, Salesforce, MediaRadar, SellerCrowd, Microsoft Office, Sales, Account Management
- Languages: Fluent in English and Korean; Conversational in Spanish

## EXPERIENCE

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**General Assembly** Los Angeles, CA  
*Student - Software Engineering Immersive Course* Jul 2020 – Present

- Completed a three month, 500-hour full-time and full-stack program conducted in a remote setting
- Gained experience with the latest front- and back-end programming languages, tools, and methodologies
- Developed a portfolio of individual and collaborative in-class projects, including:
  - Connect Four: minimal front-end web app using HTML, CSS & JavaScript to perform DOM manipulation
  - Meeting Tracker: full MERN stack CRUD web app with Google OAuth/Heroku deployment

**ShareThis** Manhattan Beach, CA  
*Account Executive – Ad Tech/Programmatic Data* Sep 2019 – Mar 2020

- Successfully met quarterly sales quota for Q4 2019 through negotiation and fulfillment of high dollar advertising contracts across 7 new advertisers in Los Angeles, Las Vegas, and Arizona
- Identified, pitched, and closed data deals with agency digital/social teams, along with client direct contacts
- Performed revenue and expense budget planning/tracking by account and territory

**dataxu** Santa Monica, CA  
*Account Director – Ad Tech//Connected TV* Jan 2019 – Aug 2019

- Offered in-depth strategies to marketers seeking to drive branding/DR results through connected TV
- Stood as the primary point of contact for agencies such as Ocean Media, Location 3, Two Nil, Revolution Media
- Improved most profitable campaign's performance by 5x, resulting in recurring \$200K monthly commitment
- Compiled and presented comprehensive QBR decks outlining how quarterly marketing objectives were achieved

**Viant** Los Angeles, CA  
*Account Management Team Lead (West Region) – Ad Tech/Programmatic Advertising* Mar 2017 – Dec 2018

- Secured \$2MM in new business, and won 5% of total booked business in incremental per quarter in Q3 2017
- Provided insights and optimization recommendations to clients on standing weekly calls
- Partnered with Account Executives on sales meetings by presenting portions of sales pitches at various ad agencies
- Led weekly calls with internal operations teams to discuss campaign performance and optimizations

**Quantcast** Santa Monica, CA  
*Account Manager – Ad Tech/Programmatic Advertising* Jun 2015 – Mar 2017

- Managed all post-sales requests such as building media plans, creating campaigns, and trafficking creative
- Daily monitored campaign performance and proactively reached out to client with optimization recommendations
- Collaborated with Technical Client Strategist team to build robust programmatic models based on Quantcast pixels to maximize performance based on clients' KPIs
- Was voted AM of the Month in February 2017

## EDUCATION

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**University of Southern California, Marshall School of Business** Los Angeles, CA  
*Bachelor of Science in Business Administration* May 2013

- Academics: Relevant coursework in Marketing, Finance, Economics, and Accounting