



# KATYA LIBIZOVA

## DIGITAL MEDIA PLANNER | GRAPHIC DESIGNER

K.LIBIZOVA@GMAIL.COM

(732) 900-4947

### SKILLS

UX/UI DESIGN  
WEB DESIGN  
GRAPHIC DESIGN  
DIGITAL MEDIA STRATEGY  
FRONTEND DEVELOPMENT  
BASICS (HTML, CSS, JS)  
DRAWING/ILLUSTRATION  
WRITING

### TOOLS

ADOBE XD  
ILLUSTRATOR  
PHOTOSHOP  
FIGMA  
MICROSOFT OFFICE  
SALESFORCE

### LANGUAGES

ENGLISH  
RUSSIAN

### SOCIAL

BEHANCE.NET/KATYA  
LIBIZOVA  
LINKEDIN.COM/IN/KATYA  
LIBIZOVA

### EDUCATION

#### UI DESIGN PROGRAM

CAREERFOUNDRY | COMPLETED 2023

#### BACHELOR OF SCIENCE, MAJOR IN MARKETING

RUTGERS UNIVERSITY | 2013 - 2017

### MY PROJECTS

KATYALIBIZOVA.MYPORTFOLIO.COM | PROFESSIONAL PORTFOLIO

KATYALIBIZOVADESIGNS.COM | SELF-CODED PORTFOLIO WEBSITE (IN  
PROGRESS)

### EXPERIENCE

#### THE WALT DISNEY CORPORATION

ADDRESSABLE SALES PLANNER | JULY 2021 - PRESENT

- Manage the RFP process across several different verticals and agency businesses for high profile client roster
- Operate within and master the workflow between our order management system and CRM software and help identify any system inefficiencies in the E2E workflow
- Work cross-departmentally with sales, marketing, revenue yield management (inventory/pricing), and AdOps teams to ensure successful set-up, launch and execution of campaigns
- Build and facilitate direct communication with client and agency contacts and fulfill adhoc requests, as needed

#### DEADLINE HOLLYWOOD | PENSKE MEDIA CORP.

DIGITAL SALES PLANNER | JAN 2020 - JULY 2021

- Oversaw all aspects of the pre-sale and post-sale process of campaign development for the world's largest production companies and film studios (including the Big Five), totaling over \$ in annual revenue
- Worked with all internal departments (Sales, AdOps, Business Development, etc.) to create and implement media plans in support of Awards considerations and new releases
- Utilized Salesforce and Placements to enter campaigns, manage client accounts, and keep track of invoices
- Facilitated the creation of new product activations and coordinate between internal team and client/agencies to gather assets and ensure a smooth launch

## **REFUEL AGENCY**

**DIGITAL MEDIA PLANNER| JAN 2019- AUG 2019**

- Developed actionable digital media strategies, collaborating (upwards) with the Senior Director and with peers, in support of the sales team, to meet client KPIs
- Managed the creation of media plans and a high volume of pitch materials for multiple clients in assisting sales team to move RFPs from the pre-sale to the post-sale process
- Conducted brand study analysis, viewability analysis, and audience analysis to help craft media and creative strategy
- Maintained a strong line of communication between the sales team as well as vendors and partners and ensured accuracy of IOs

**EMAIL MARKETING COORDINATOR| SEP 2018 - JAN 2019**

- Managed campaign launch execution of email marketing campaigns and ensure full delivery
- Fielded email count requests and QA Testing
- Assisted Digital Planning team by building media plans for all requests for proposals focusing on email
- Maintained strong vendor relationships

**CAMPAIGN COORDINATOR| JULY 2018 - SEP 2018**

- Collaborated with Digital Planning teams to ensure measurability of campaigns
- Managed reporting and analysis of campaigns for multiple clients
- Worked with Sales and Account Management team to win repeat business through post-campaign analysis and recommendations for future campaigns

## **RUTGERS CENTER FOR GLOBAL EDUCATION**

**MARKETING INTERN| JUNE 2016 - JAN 2017**

- Managed social media platforms showcasing program participants, information, and events to generate interest for study abroad programs and attract new students
- Developed promotional material using creative software, such as Photoshop, InDesign, iMovie, etc. for online and print
- Advised prospective study abroad students and attended workshops, presentations, and tabling events for outreach

## **ADDITIONAL LEADERSHIP ROLES/ORGANIZATIONS**

**PHI CHI THETA PROFESSIONAL BUSINESS FRATERNITY**

**MARKETING DIRECTOR | 2015 - 2016**

# THANK YOU!