

KRISTEN E. DIMMLING

Summary

Results oriented, seasoned digital marketing analyst with experience executing and optimizing digital media investments across numerous advertising software applications. Aspiring to transition from marketing analytics to technical project management. Seven years of experience organizing, understanding, and translating technical concepts to both internal and external stakeholders. Experience includes: synthesizing raw data into actionable insights, managing cross-team dependencies, scaling operations, and identifying opportunities for organizational efficiencies.

Skills and Tools

Skills: Statistical Analysis, Data Operations, Project Management, Business Strategy, Agile and Waterfall Methodologies, Scrum Workflow, Risk Management, Budgeting and Scheduling, Contract Management and Procurement, Task Management, Database Management, IT Infrastructure, Documentation Development, Stakeholder Management, System Development Life Cycles

Tools: Microsoft Excel, Advertising Software Applications, Google Analytics, Asana, Jira, Slack, Trello, SQL, HTML, CSS, repl.it, Github

Experience

VICE PRESIDENT, MINORITY EQUITY PARTNER, TRADING OPERATIONS

Predxion Media, *Brooklyn, NY*

July 2018 – Present

- Launched the trading operations unit and developed a technology stack to enable full funnel, cross screen media buying capabilities.
- Collaborated with management teams to identify and improve business processes and overall SOP's.
- Established local media business unit which accounted for 18% of gross sales with a 40% higher gross profit margin in its first year.
- Led product marketing effort to train sales team and generate marketing collateral.
- Increased productivity by transforming manual client reports to a dynamic API reporting system.
- Integral member of senior leadership team resulting in 340% revenue growth and 20% increase in profit margin during tenure.

MEDIA OPERATIONS MANAGER

Foursquare, *San Francisco, CA*

October 2016 – July 2018

- Hand-picked to serve as the first digital trading buyer in the West Coast office.
- Developed a trading presence and established an operational workflow with the sales and account teams.
- Managed all digital trading campaigns in San Francisco, Los Angeles, and Denver regions.

SENIOR MEDIA TRADER

Varick Media Management, *New York, NY*

March 2015 – October 2016

- Managed a team of junior media traders and was responsible for the distribution of team bandwidth and managing team performance.
- Consulted with internal departments regarding advertising inventory, available forecasting, and campaign strategy.

ANALYST, MEDIA TRADING

Xaxis, LLC, *New York, NY*

June 2013 – March 2015

- Responsible for the proper set up of media campaigns and to ensure the appropriate flighting, targeting and buying strategies were implemented.

Education

TECHNICAL PROJECT MANAGEMENT, CERTIFICATE
Thinkful

Anticipated Graduation: February 2021

- Three-month immersion course to understand system development life cycles to help hardware and software teams create products and applications for technology companies.
- Applied learnings and knowledge from Technical Project Management Immersion program to business case scenarios and practical project management methodologies.

PROFESSIONAL SCRUM MASTER, CERTIFICATE
Scrum.org

January 2021

MARKETING AND COMMUNICATIONS, MAJOR
MATHEMATICS, MINOR
Fairfield University, *Fairfield, CT*

May 2013