

Lily Baker

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Work Experience:

STEAK Group, *London*

Senior Account Executive (Digital)

Clients: Selfridges & Co, Wowcher

June 2013 - Present

STEAK is a digital marketing agency in London, New York & Melbourne. Part of the Dentsu network.

- Runs paid search, YouTube & remarketing campaigns, working to a variety of KPIs & business objectives.
- Maintains strong relationships with clients through daily communication on results and strategy.
- Works closely with Google representatives to trial betas and expand services for clients.
- Supported Christmas paid search strategy for Selfridges to reach high revenue targets over peak.
- Led analysis and strategic recommendations for Selfridges' international paid search strategy.
- **Core knowledge:** user behavior, targeting, tracking, devices, analytics, international markets.

Account Executive (PPC)

Clients: Virgin Holidays, Debenhams, Moo.com, Wowcher

August 2012 - May 2013

- Grew registrations on the Wowcher account by pursuing opportunities on travel and spa deals.
- Pitched successfully for, built and managed a French paid search account for an existing client.

DentsuBos, *Toronto*

Social Media Freelancer

Client: HomeSense

August 2011 - July 2012

- Managed a Facebook community of over 100,000 fans (English & French) for the HomeSense account.
- Interpreted insights & analytics to gauge performance across all platforms and find opportunities for growth.

Client Services Intern

Clients: HomeSense, Smart Set

May - August 2011

- Performed competitor research and analysis, wrote and delivered creative briefs, developed project schedules, handled billing, worked closely with studio to guide building of online, out of home and print ads.
- Represented the Account Director in the Toronto office during the launch of HomeSense Grand Opening.

Education:

McGill University, *Montréal*

Bachelor of Arts - Major: English Literature, Minors: Marketing & Psychology

Hugh Brock Scholarship: Reflects minimum A average over the last two years of study.

Associate Post-Production (Video) Editor at TVMcGill

September 2008 - May 2012

January 2011 - May 2012

Skills:

Languages - English, French (fluent, written & spoken)

Digital

- **Analytics:** Google Analytics, IgnitionOne, DC Storm, IBM Core Metrics, Facebook, YouTube
- **Tracking:** IgnitionOne, Mediaplex, DC Storm, IBM Core Metrics, Google Analytics
- **Certifications:** Google Advertising Fundamentals, Google Search Advertising Advanced Exam

Video Editing - Final Cut Pro (advanced), Adobe After Effects (intermediate)

Web Design - HTML, CSS, Gimp (intermediate), Javascript (basic), Ruby (learning)