

# Amanda Trexler

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## + education

### Baruch College, CUNY

Bachelor of Business Administration (BBA)

- **Major:** Marketing Management – Concentration: Digital, Psychology
- Overall GPA: 3.4/4.0 – Major GPA: 3.8/4.0

New York, NY

Aug 2009 – May 2013

### General Assembly

Web Development – 480 Hours

New York, NY

Oct 2014 – Feb 2015

- 12-week immersive front-end and back-end web development course
- Built, tested, and debugged web applications in HTML, CSS, JavaScript, jQuery, and Ruby on Rails
- Projects:
  1. **Placeholder:**
    - Custom image placeholder service for developers similar to sites like placekitten. Created with Ruby on Rails and incorporates the Bing Search API.
  2. **Word Scramble:**
    - Word puzzle game, similar to Boggle, written in JavaScript, jQuery, & Ruby on Rails. Words are verified through a dictionary and game scores are saved in the database for users.

## + employment

### Univision Communication Inc.

Digital Sponsorship Sales Coordinator

New York, NY

Feb 2014 – Oct 2014

- Provided digital & sales strategy for all of the 2014 FIFA World Cup digital sponsorships
- Facilitated revenue growth across all of Univision Digital and managed a \$31.5M budget
- Pioneered the tracking of digital RFP's via MS Excel and Salesforce to improve the media mix offering
- Tracked daily programmatic revenue for World Cup via TubeMogul and Google AdExchange
- Pulled reports from third party ad servers for World Cup accounts to monitor campaign performance

### AOL

Account Management Intern, ADTECH

New York, NY

Sep 2013 – Dec 2013

- Assisted account managers with invoicing, payout processes, and the compilation and analysis of data to create performance reports for employees and clients
- Prepared high-level performance reports for consumption by C-level executives and external clients
- Facilitated new campaign and publisher set-up in the MARKETPLACE user interface
- Maintained network's integrity by vetting websites to ensure adherence of quality guidelines

Account Management Intern, Video

Jun 2013 – Aug 2013

- Maintained all Salesforce records, including inputting 200+ new accounts to increase efficiency
- Compiled reports for partners to showcase their performance over certain time periods
- Communicated professionally with over 70 partners in order to efficiently distribute payments

### Affinitive

Social Media Marketing Intern

New York, NY

Jun 2012 – Sep 2012

- Developed several case studies weekly within segments including: retail, wine/spirits, and finance
- Contributed marketing ideas and strategies during client brainstorm sessions and conference calls

## + awards & leadership activities

- Synopsis – Team of the Year, Univision Digital 2014 World Cup Team
- Collegiate Association of Women in Business, VP of Marketing
- CUNY Baruch College, Teacher's Assistant

## + skills

### BUSINESS

Microsoft Office  
Salesforce  
comScore  
Google Drive  
Marketing  
Advertising  
Project Management

### LANGUAGES

HTML  
CSS  
Ruby  
JavaScript

### FRAMEWORKS

Backbone.js  
Ruby on Rails  
Bootstrap

### OTHER

PostgreSQL  
AJAX  
API's  
Git