

Americ Ngwije

Sr Manager Media Buying

Los Angeles, CA - 818 850-0694

Linkedin: www.linkedin.com/in/amicngwije
amicsoftware@gmail.com

Experience

Coding Experience

HTML
CSS
Bootstrap
Javascript
jQuery
Node.js
React.js

Verizon Media/ Sr Manager, Search Revenue Monetization

APRIL 2018 - PRESENT, LOS ANGELES, CA

- Manage user acquisition campaign programs across programmatic, social, video, native advertising platforms.
- Day to Day lead for partner performance evaluation, relationships and contracts
- Responsible for Yahoo Search revenue monetization strategy, business growth analysis
- Responsible for over \$25MM/quarter Marketing Budget
- Managed Execution to drive of +\$300MM of net new Revenue

Oath/ Sr Media Buyer | Yahoo Search

JUNE 2017 - APRIL 2018, LOS ANGELES, CA

- Lead internal media buying team process for Yahoo Search Growth team
- Drive Performance growth through the use of digital marketing channels such as Google Display Network, Yahoo Gemini, Facebook, Outbrain and more.
- Improve digital campaign performance and growth across a set of Yahoo's highest value Search terms.
- Lead ongoing digital business analysis and partner performance reporting for executive management.

Yahoo / Native Ad Strategy Manager

OCTOBER 2015 - JUNE 2017, PARIS, FRANCE

- Drove Revenue performance & optimization for EMEA Native Advertising.
- Supported Yahoo EMEA Sales partner teams in pitches and revenue strategy optimization..
- Influenced development of new native, social & video products and enhancements
- Provided custom tailored digital optimization strategies and best practices to promote a healthy & dynamic revenue advertising marketplace.

Yahoo / Creative Lead

DECEMBER 2013 - OCTOBER 2015, LOS ANGELES, CA

- Conducted in-depth advertiser campaign analysis to provide customized Native & Search optimization opportunities for the Field Sales team.
- Managed \$40MM+/Year for high value clients such as Ask.com, University of Phoenix & Southwest.com.

Results:

- Onboarded high value Search advertisers on the newly launched Gemini Search platform which increase quarterly spend by \$150K.

- Uncovered an ad optimization strategy for a multi-million keyword search account that increased spend by 15%.

Yahoo / Search Project Manager

APRIL 2008 - MAR 2010, LOS ANGELES, CA

- Served as the day to day liaison between the Search Sales organization and the Product/Engineering teams.
- Provided white-glove consultation & support to the Sales Group to understand all available sales tools and processes.
- Developed product requirement documents for internal sales tools to aid in Account Management & Optimization.

Results:

- Lead an internal working group composed of front-line sales teams and product teams to collaborate on new internal Sales tools.
- Invented a process to facilitate Search keyword grouping. (**Patent US20100268712 - 'System and Method for automatically grouping keywords into Ad Groups'**.)

Yahoo / Search Strategist

JULY 2005 - APRIL 2008, LOS ANGELES, CA

Responsibilities:

- Provided Search advertisers pro-active consultation, account analysis & category expertise.
- Responsible for training, mentoring and assisting a team of search strategists.
- Managed the Search Marketing Account creations for the Small Business Accounts in the French Canadian market.

Results:

- Conducted New Hire Training on Search editorial guidelines and processes.
- Received consistent high quality internal audit scores (>90%) for quality and productivity.

Education

University of California Los Angeles

Bachelor of Arts in Political Science

UCLA Coding Bootcamp