

RIINA KIRIHATA

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EXPERIENCE

- Mar 2020 – Present** **Marketing Analytics Supervisor | *OMG23 (Formerly OMD Entertainment)* | *Walt Disney Television***
- Sep 2019 – Feb 2020** **Senior Analyst | *OMD Entertainment* | *Walt Disney Television***
- Build cross-channel Datorama visualizations featuring several KPIs alongside benchmarks
 - Provide the social team with biweekly live campaign excel check-ins and weekly social analysis reports
 - Measure and analyze digital video, display, and audio performance using first- and third-party data
 - Manage the day-to-day responsibilities of a team of four analysts; review and provide feedback on internal and client reports
 - Communicate with vendors to ensure digital ads are performing within benchmarks for delivery, engagement, and fraud; work with publishers to implement optimizations to improve performance when necessary
- Apr 2018 – Aug 2019** **Analyst | *OMD Entertainment* | *Disney/Fox Theatrical & Home Entertainment, Disney+***
- May 2017 – Mar 2018** **Assistant Analyst | *OMD Entertainment* | *Disney/Fox Theatrical & Home Entertainment***
- Provided clients with key insights and recommendations for Disney digital advertising campaigns
 - Led weekly internal meetings with planning, search/social, and creative management teams to review client-facing reports
 - Improved current workflows through the development of an internal Microsoft Access database storing 3 years of Disney Theatrical and Home Entertainment historical data
- Jan 2017 – Mar 2017** **Global Assets Marketing Coordinator (PH) | *The Walt Disney Company* | *Disney Channel***
- Jan 2015 – Apr 2015** **Global Assets Marketing Intern | *The Walt Disney Company* | *Disney Channel***
- Managed and organized deliverables and promotional materials using internal management software
 - Teamed with a software engineer to identify and solve issues with data taxonomy
 - Categorized promotional materials with identifiable information for efficient and effective searches
 - Downloaded promotional assets produced by on-air teams as requested by international divisions
 - Compiled and edited rough cut videos of Disney Channel talent during international promo shoots
- Jan 2016 – May 2016** **Google Analytics Tech Assistant, *Project Look Sharp***
- Developed actionable recommendations for Project Look Sharp's national marketing strategies
 - Established various key report formats to assist and maintain company's efficient database of webinars, professional development events, conferences, and articles
 - Presented a final cumulative analysis of marketing recommendations, report formats, and a prospective intern manual to senior leadership

SKILLS

Programs: Microsoft Office (Outlook, Excel, Word, PowerPoint, Access), Final Cut Pro 7, Avid, Pro Tools, Adobe Premiere, Photoshop, After Effects, Illustrator, FileMaker Pro, Constant Contact, IBM SPSS, Survey Monkey

Tools: Datorama (Specialist & Expert Certified), DoubleClick Campaign Manager, Google AdWords, Social Media Analytics Tools (Facebook, Twitter, YouTube, Snapchat, Pinterest), Innovid, Moat, IAS, Google Analytics, SQL, HTML

EDUCATION

- B.S. Television-Radio** **Ithaca College Park School of Communications, Ithaca, NY**
- May 2016** Bachelor of Science in Television-Radio, Media Production Concentration; Minor in Finance
- Summa Cum Laude: Dean's List