

## EXPERIENCE

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**Mar 2020 – Present**

**Supervisor, *OMG23 (Formerly OMD Entertainment) – Walt Disney Television***

**Sep 2019 – Feb 2020**

**Senior Analyst, *OMD Entertainment – Walt Disney Television***

- Establish reporting formats and procedures featuring different KPIs across digital and social platforms
- Collaborate with planning, search/social, ad ops, and creative management teams in order to provide timely analysis to clients
- Manage the day-to-day responsibilities of a team of four analysts; review and provide feedback on their reports
- Measure and analyze campaign performance using third-party platforms including DoubleClick, Innovid, MOAT, IAS, Google Ad Words, and Facebook Business Manager
- Communicate with vendors to ensure video and display ads are performing within benchmarks for delivery, engagement, and brand safety; 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***

- Improved current workflows through the development of an internal Microsoft Access database storing 3 years of Disney Theatrical and Home Entertainment historical data
- Generated weekly reports that 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

**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 across international internal management software
- Teamed with a software engineer to identify and solve issues with data that would affect delta migration of critical digital files
- Improved asset metadata by categorizing 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***

- Utilized Google Analytics to provide 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

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**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:** DoubleClick Campaign Manager, Google Ad Words, Facebook Business Manager, Innovid, Moat, IAS, Google Analytics, SQL

**Digital Media:** Facebook, YouTube, Instagram, Snapchat, Twitter, Pinterest

## EDUCATION

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**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