

EXPERIENCE

Mar 2020 – Present	Supervisor, <i>OMG23 (Formerly OMD Entertainment) – Walt Disney Television</i>
Sep 2019 – Feb 2020	Senior Analyst, <i>OMD Entertainment – Walt Disney Television</i> <ul style="list-style-type: none">• 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, <i>OMD Entertainment – Disney/Fox Theatrical & Home Entertainment, Disney+</i>
May 2017 – Mar 2018	Assistant Analyst, <i>OMD Entertainment – Disney/Fox Theatrical & Home Entertainment</i> <ul style="list-style-type: none">• 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), <i>The Walt Disney Company – Disney Channel</i>
Jan 2015 – Apr 2015	Global Assets Marketing Intern, <i>The Walt Disney Company – Disney Channel</i> <ul style="list-style-type: none">• 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, <i>Project Look Sharp</i> <ul style="list-style-type: none">• 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

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

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