

Jackie Saif

Broadcast Traffic Manager - MEDIA STORM

Baldwin, NY 11510

jackieirving8_yu6@indeedemail.com

516.870.4114

Work Experience

Broadcast Traffic Manager

MEDIA STORM - New York, NY

December 2014 to Present

- I Establish and maintain strong vendor and client relationships.
- I Flawlessly provide day-to-day management of 'tune-in', traditional and PSA campaigns for television.
- I Maintain most up-to-date traffic costs, track budgets, provide estimates and ensure billing discrepancies are reconciled in a timely manner.
- I Assist in creation and oversee the Creative Deliverables Chart (CDC) to ensure all creative elements are communicated with the client production team.
- I Follow the CDC from inception to final deliverables with brand and broadcast teams.
- I Conduct client walk-through calls, educate and address questions and/or concerns internally and externally.
- I Facilitate and monitor the clearance process in collaboration with station BS&P departments.
- I Create and distribute traffic instructions and spots to media outlets.
- I Provide detailed estimates to clients for costs associated with various projects and keep track of client budgets.
- I Resolve discrepancies regarding missing tapes, instructions and invoices.

KEY ACCOMPLISHMENTS

- I On-boarded, mentored, trained and manage one Traffic Assistant.
- I Managed campaign for Starz' "Power", which, as a result, recorded its largest ever original series rating on the network, bringing in 3.62 million viewers.
- I Managed campaign for the 2015 NBA finals, which became the most-watched and highest-rated ever on ABC through four games, averaging 18,896,000 viewers.
- I Obtained certification in Doubleclick Campaign Manager and played integral role in the trafficking of TV Everywhere campaigns.

Broadcast Traffic Coordinator

TALENT PARTNERS - New York, NY

March 2011 to November 2014

- I Flawlessly provided day-to-day management of television, radio and print campaigns for renowned brands within the industry.
- I Coordinated media, creative and billboard information for national, spot and direct response buys.
- I Administered superior client service which directly resulted in repeat business for Talent Partners.

- I Generated purchase orders for closed-captioning, encoding and shipping of radio and television commercials.
- I Worked closely with account managers and media buyers to ensure successful on-air delivery of booked units.
- I Controlled the creation and distribution of traffic instructions and insertion orders to various stations, publications and agencies.
- I Resolved discrepancies regarding missing tapes, instructions and invoices.
- I Sustained on-going relationships with tape facilities, BS&P departments, business affairs, finance, stations and agencies.
- I Accurately reported use of talent to ensure proper and timely payment of actors in accordance with SAG/AFTRA guidelines.
- I Reviewed and approved invoices in collaboration with Talent Partners' accounting department.
- I Provided detailed estimates to clients for costs associated with various projects and keep track of client budgets.
- I Highly regarded by upper management as a tremendous asset on many high-level projects.

KEY ACCOMPLISHMENTS

- I In less than a year, increased workload from three accounts to over twenty.
- I Quickly mastered MediaOcean as a new employee and led a training session for seven employees, which earned recognition in Talent Partners' newsletter.
- I Successfully managed all components of an international campaign for Citibank's 200 th anniversary, which ran in the United States, Europe, Asia, and the Middle East.

Traffic Coordinator

FUSE TV - New York, NY

October 2006 to March 2011

- I Strategically scheduled daily commercials in the prime, late and overnight dayparts, which attributed to higher levels of viewership on Fuse.
- I Tracked programming changes on a weekly basis and adjusted programming grids accordingly.
- I Managed and maintained database of agency traffic contacts.
- I Sustained relationships with advertising agencies to obtain tapes and traffic instructions.
- I Alerted sales department of oversell situations and provided high-rating alternatives for overbooked spots.
- I In charge of placement of direct response, per inquiry units, public service announcements, billboards, promotional spots and adjacencies onto logs.
- I Entered traffic and spot information into Gabriel in accordance with traffic instructions sent from agencies.
- I Collaborated with agency traffickers to correct and prevent spot and traffic discrepancies.
- I Provided outstanding as-needed assistance to executives from all levels of management.

KEY ACCOMPLISHMENTS

- I Implemented formats and decided on client placement for Fuse's first-ever Jingleball concert, a prestigious event for the music industry.

Traffic Coordinator

CABLEVISION - Jericho, NY

September 2004 to October 2006

- I Scheduled cable TV commercials for the New York Interconnect.

- I Processed orders and revisions sent from sales department.
- I Tracked, assessed, implemented and monitored breaks and formats for high-profile programming, including sporting games, live events and award shows
- I Played integral role in monthly spot billing, directly resulting in higher profits and savings for the Interconnect.
- I Creatively found ways to "make good" unplaced, missed or oversold spots.
- I Created and maintained cue-sheets for ESPN's ever-changing programming
- I Managed monthly calendar which provided documentation regarding special events and break allocation.
- I Successfully resolved time and video conflicts between Cablevision and Comcast affiliates.
- I Controlled placement of controversial political advertisements while remaining tactful and non-biased.
- I Entered copy into Eclipse Billing and Traffic Manager, per traffic instruction sent from agencies.
- I Provided excellent as-needed assistance to executives from all levels of management.

Education

Bachelor Of Science in Mass Communications

STATE UNIVERSITY OF NEW YORK, COLLEGE AT ONEONTA - Oneonta, NY

Links

<https://www.linkedin.com/in/jackie-saif-174b762>