



Laura Wusthoff

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PROFESSIONAL SUMMARY

Seasoned Media professional with comprehensive performance media experience. Collaborative and analytical with a data-focused mindset. Skilled at budget management and platform testing, always with a finger on the pulse of emerging trends and technologies.

SKILLS

- Omni-Channel Media Strategy
- Profitability Analysis
- KPI Creation
- Performance Testing and Optimization
- Data Analysis
- Paid Media Platforms

WORK HISTORY

SR. DIRECTOR OF MEDIA

08/2020 to CURRENT

85SIXTY | San Diego, CA

- Develop cross-channel marketing strategy and for priority clients that drive engagement, conversion and retention with continuous refinement for increased performance
- Assist clients with pivoting business plans to offset Covid impacts and capitalize on emerging opportunities
- Create KPI frameworks for clients that allow for performance gains, supporting current and long term growth plans
- Ensure that brands are meeting performance forecasts, utilizing platform and site data to optimize media strategy

MEDIA DIRECTOR

02/2019 to 08/2020

BVA | San Diego, CA

- Oversaw Paid Search, Paid Social, Display, and Affiliate teams with over \$2.5MM in monthly spend
- Created go-to-market strategies for net new brands while forecasting initial and long term returns for LTV, CAC, CPA and ROAS
- Owned strategy for largest clients and KPI driven results for entire Media portfolio
- Streamlined cross-functional operations processes and workflow to increase efficiency, performance and department profitability

DIRECTOR OF CLIENT STRATEGY

03/2018 to 02/2019

Katana (Acquired By BVA) | San Diego, CA

- Client service lead for CPG and eCommerce clients leading

	<ul style="list-style-type: none"> • communication, contract negotiations, and executive expectations • Established profitability in client portfolio by balancing employee hours and client fees 	
	ASSOCIATE MEDIA DIRECTOR	<i>05/2016 to 03/2018</i>
	Katana (Acquired By BVA) San Diego, CA	
	<ul style="list-style-type: none"> • Troubleshoot problem accounts, developed strategic media proposals and pitched new business for Katana • Maintained positive revenue growth and client retention within Media department by overseeing daily workflow and quality of deliverables for seven person department 	
	MEDIA SUPERVISOR	<i>04/2015 to 05/2016</i>
	Katana (Acquired By BVA) San Diego, CA	
	<ul style="list-style-type: none"> • Built, executed and optimized media campaigns across programmatic display, paid search and paid social platforms • Normalized and aggregated large data sets to dissect key insights for optimization and strategy 	
	SR. PAID MEDIA STRATEGIST	<i>07/2012 to 04/2015</i>
	IMI San Diego, CA	
	<ul style="list-style-type: none"> • Planned, bought and managed direct response media campaigns for agency's largest display accounts • Researched new media partners and products to stay ahead of digital trends 	
	MEDIA MANAGER	<i>08/2010 to 07/2012</i>
	Greenhaus San Diego, CA	
	<ul style="list-style-type: none"> • Planned, optimized and negotiated combined traditional and online media budgets including paid search and display media 	
	DIGITAL MARKETING MANAGER	<i>09/2008 to 04/2010</i>
	The Magna Group Fair Lawn, NJ	
	<ul style="list-style-type: none"> • Created and grew digital (Paid Search and Google Display) department for traditional media agency 	
	MEDIA BUYER	<i>01/2006 to 09/2008</i>
	The Magna Group Fair Lawn, NJ	
	<ul style="list-style-type: none"> • Ran traditional media campaigns across TV, cable and radio by negotiating rates and building vendor relationships 	
EDUCATION	Associate of Arts Journalism And Media Studies	<i>06/2005</i>
	Rutgers, The State University of New Jersey, New Brunswick, NJ	

