Tony Doring

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EXPERIENCE

Director of Media Operations

Ad Results Media   January 2024 – June 2025

· Led the integration of the Audio Insights and Creative teams into a unified media operations group of 14 team members which improved cross-functional efficiency and fostered closer collaboration that sparked creative innovation across podcast campaigns for 50+ clients.
· Implemented an agency wide project management system (Monday.com) and ran a project steering committee that streamlined operations from 30+ Google spreadsheets and multiple ticketing systems (e.g., Jira and Basecamp) into a single organizational hub.
· Successfully piloted and launched an AI and synthetic voice ad creation production offering for multiple clients enabling rapid campaign launches (within two days vs several weeks) that directly led to incremental production revenue and $100K+ in media spend in 2024-25.

Data Science and Marketing Research Consultant

AKA NYC   June 2023 - December 2023

· Conducted proprietary quantitative and qualitative marketing research using survey design, interviews, and data analysis tools, shaping the agency's positioning on the 'Post COVID Broadway Landscape' for the top 5 Broadway clients.
· Generated $50K+ in new marketing research revenue through streamlining and creating new marketing research offerings (marketing research audits, creative testing) for nonprofit clients (inclusive of The Met Museum, Bloomberg Culture and New York Botanical Gardens).

Program Manager, Advertising Sciences

Spotify   April 2022 - January 2023

· Drove incremental sales revenue for 10 premier Spotify clients by planning and launching a new pilot advertiser program for ad creative measurement, which included process setup, documentation, serving as steering committee chair, and creating go-to-market materials.
· Boosted team operational efficiency by enhancing goal tracking, cross-functional communication, and alignment, which contributed to a 51% year-over-year increase in advertising revenue.
· Spearheaded multiple cross-functional research programs, designed methodologies, analyzed data, and delivered actionable insights (though B2B articles – – and client presentations) to inform decision-making and industry thought leadership.

Manager, Measurement Solutions

The New York Times   March 2021 – April 2022

· Drove over $2.5M in new business revenue through proactive and custom quantitative and qualitative market research surveys (custom research, NPS) through Qualtrics via the NYT Sources audience panel, generating strategic B2B insights and communication, presentations and narratives for 360 engagement with NYT advertising teams and clients.
· Transitioned the Measurement Solutions team's survey workflow from Alida to Qualtrics which doubled the output of team surveys due to more efficient survey writing and data analysis.
· Designed and created B2B value story sales trainings and learnings of first party data product analysis tool that helped double output of tool adoption to 80+ clients, leading to multiple multi-million dollar client renewals.

Associate Manager, Audio Marketing

ESPN   October 2016 - March 2021

· Created and managed the entire pipeline of RFP pitch decks and proactive sales collateral and marketing materials knowledge library for ESPN Audio podcast and radio sales team of 15+ account executives, contributing to $100M+ in yearly sales revenue.
· Developed sales narratives utilizing data and custom research that launched multiple podcasts (30 For 30 Podcasts, ESPN Daily, etc.) with multimillion dollar Presenting Sponsorships pre-launch.
· Increased presence in B2B podcast community and created B2B go-to-market narratives through programming of industry presentations and conferences, driving client engagement and awareness of ESPN podcasts.

EDUCATION

MBA

Baruch College, Zicklin School of Business · New York, NY

BS of Science, Marketing

Siena College · Loudonville, NY

SKILLS

Marketing and Operations leadership

B2B go-to-market strategy

Project management

Program management

AI enabled workflows

Data storytelling and visualization