

# Cynthia Dafinone

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## Education

### **The University of Exeter | 2014 - 2018**

- BSc Computer Science with proficiency in Spanish

### **Wycombe Abbey School | 2007 - 2014**

## Experience

### **WMG Agency (IDHL Group) | Technical PPC Account Manager| February 2022 – July 2022**

- Using Google Analytics and Adwords to analyse and interpret patterns within the client data to make suggestions about strategy, new channels and potential google product betas to test.
- Connecting APIs and building dashboards to help visualize client data using Data Studio, then using prior agency knowledge to support the shift to Tap Clicks.
- Onboarding a new Medical Negligence client and supporting the onboarding of a second client within the same industry with keyword research and spend forecasts based on in-house data.

### **The Grove Media Limited | Online Account Manager| November 2020 – February 2022**

- Using Google Analytics to aggregate, analyse and interpret patterns within the client data to make suggestions about future cross-channel marketing approaches.
- Briefing programmatic media owners such as Quantcast, UCAS and The Student Room with new campaigns and compiling relevant audience data.
- Linking Rest APIs and building dashboard widgets to help visualize client data using Tap Clicks, then using prior agency knowledge to support the shift from Tap Clicks to Adverity.
- Setting up and ensuring new biddable campaigns go live on-time across paid search and paid social platforms including Google Ads, Microsoft Ads, Facebook, Instagram, Twitter, LinkedIn and Snapchat.
- Building out an automated report to track calls (conversions) from prospective students applying during the clearing cycle – Initially a repeated manual process scaled back from 1hr to 5 minutes.

### **Reprise Digital | PPC Account Analyst| November 2019 – July 2020**

- Creating and monitoring retail campaigns using the Google AdWords and Microsoft advertising platforms. Using Adobe Media Optimiser to facilitate allocation and management of monthly budgets.
- Working with in-house technical team to set up Adverity Dashboards, connecting APIs and building widgets to visualize multi-channel client data.
- Using JavaScript to automate ad management solutions including pausing low-quality score keywords and disapproved ads to ensure the smooth running of the account.
- Using Adobe Analytics to provide insights to support marketing strategy to launch the 1989 Batmobile Lego Set on Black Friday, which helped to drive a 98% increase in yearly revenue across European markets.
- Aided in establishing new markets in Scandinavia, by building out shopping campaigns to support local stores and show local inventory in real-time.

## **Whistle Punks Axe Throwing | Trainee Instructor | September 2019 – October 2019**

- Teaching customers basic techniques and throws, while ensuring the safety of large groups of customers within the venue.
- Scoring and refereeing tournaments.

## **Kinase | Trainee Account Executive | August 2018 – July 2019**

- Running paid search campaigns and managing their respective budgets using Kenshoo and Google Analytics to provide weekly insights into performance and plans for optimisation.
- Using Shopping Ads to promote seasonal including Crew Clothing's Black Friday 'Spin the wheel' campaigns and their yearly Summer Sale.
- Running B2B and B2C campaigns for Nisbets in their Australian and New Zealand markets.
- Built a Shopping feed to Campaign Scraper using Excel VBA to automatically build new campaigns and product groups from new products added to the feed.
- Using JavaScript to automate Google shopping management solutions disabling Ads for Out-of-Stock items to avoid disapprovals
- Using JavaScript to automate pausing local inventory ads based on flood warnings in New Zealand.

## **Loud-Stuff.com | Music Journalist | June 2016 – July 2018**

- Interviewing and photographing bands.
- Writing reviews of newly released albums and EPs.
- Writing original content for web pages tailored for target audiences and using social media to distribute content.
- External link building with relevant high-quality third-party websites and directories.

## **Skills**

### **Python**

- Writing network modelling scripts to study the impact of collaboration in music using clustering algorithms with NEO4J rest API for university research projects.
- Building web scraping tools for Dynamic Search Ad feed management.
- Building dashboards to aid data visualisation using Dash and Matplotlib.
- Using Django as a framework to store data within a server application while running the dashboard on the client.

### **Html, CSS and JavaScript**

- Automating re-occurring procedures using various Google APIs and Services.
- Working with an in-house team to develop a new company website.
- University programming assignments.

### **Microsoft Excel (VBA)**

- Building out dashboards to aid data visualisation.

### **C#**

- Building 2D games with the Unity game engine
  - Adventure Single Level Platformer
  - Pong

### **Linux**

- Running Ubuntu dual boot prior to understanding virtualisation

