# Rebecca Hoerner

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## SUMMARY

Full-Stack Web Developer with 5+ years of experience in digital advertising & performance media. I've worked to increase efficiency on a Fortune 50 client account by 203% YoY while managing $1.7MM in media budgets. I am detail-oriented, hungry for new technologies & platforms, have a highly adaptable personality, and thrive in fast-paced environment.

## TECHNICAL SKILLS

HTML/CSS/Bootstrap, Javascript/JQuery, Node.js, JSON, AJAX, Firebase

## ADDITIONAL SKILLS

Hard skills: Data Analysis, Paid Media Experience, Ad Agency Experience, Programming
Soft skills: Leadership, Communication, Time-management, Detail-oriented

## EXPERIENCE

**Manager, Digital Performance Media**– *TMP Worldwide* **–** Chicago, IL                              **2017 - Present**
- Direct, manage, analyze & optimize SEM, Video & Programmatic campaigns for an Aerospace & Defense Fortune 50 client across five of their business units.
- Develop and manage campaign bidding strategies and effectively manage $1.7MM of media budgets on search engines and digital platforms.
- Command data analysis of key metrics to identify, recommend and implement changes for increasing the performance of client programs

**Media Manager**– *Performics* **–** Chicago, IL                              **2015 - 2017**
- Manage over $10MM in media budgets across 5 clients in diverse verticals (natural energy, travel & hospitality, CPG, pet care, & financial services)
- Direct and manage the daily workflow of all client search & display programs, including initiation and management of projects across departments to share ideas, communicate service offerings, and to identify and deliver new solutions for clients

**Associate Media Planner**– *87AM*– Chicago, IL                              **2014 - 2015**
- Create and execute a high-volume of digital media plans and buys for 30+ theater & live entertainment clients located in the Midwest and Southeastern regions
- Develop Facebook copy and utilize CRM data to create custom audiences to effectively reach target audiences for theater & live entertainment clients

## EDUCATION

**Northwestern University**, Chicago, IL**–** *Full Stack Web Development Bootcamp*
*2018-2019*
An intensive 24-week long boot camp dedicated to designing and building web applications. Skills learned consisted of HTML5, CSS3, Javascript, JQuery, Bootstrap, Firebase, Node Js, MySQL, MongoDB, Express, Handlebars JS, & React Js.

**The University of Georgia,** Athens GA—Bachelor of Arts in Journalism
Advertising & New Media Interdisciplinary Certificate
*2009 - 2013*