

KYLE HILLIARD

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EXPERIENCE

DIGITAL BUYER (PROGRAMMATIC AND PAID SOCIAL) - PHD, OMNICOM MEDIA GROUP, LONDON, UK

January 2024 - Present

- Activated programmatic advertising campaigns with budgets spanning from \$100k to \$1M for Uber Eats and Uber Mobility products through DSPs such as DV360 and The Trade Desk across different formats including video, audio, and display with publishers like YouTube, Vevo, Spotify, Netflix, Disney+, Activision Blizzard for auction, PMP and PG deals in Tier 1 and 2 EMEA countries.
- Paid social campaign activations for a shorter tenure - compared to programmatic - in the following platforms: TikTok, META, Snapchat and Smartly.IO, covering similar responsibilities to programmatic activation mainly in the UK and Spain markets.
- Simultaneously liaise with planning leads, creative teams, and publishing partners to ensure campaigns are built best to meet client objectives via allocating budgets, optimizing audience targeting, and configuring campaign structures for more than 20+ campaigns like "Uber Eats Pide Casi To do" and "Uber Trains" featuring Louis Figo and Georgina Rodriguez
- Led the creation of more than 1000 taxonomy and trafficking of placements for display, video, and audio formats, generating 1x1, VAST, and blocking tags for campaigns across the EMEA region, including major markets such as the UK, Spain, Germany, France, Italy, Portugal, South Africa, Turkey, Netherlands, Sweden and Romania.
- Constructed QA templates for various programmatic campaigns across multiple platforms to ensure 100% accuracy in setups to media plan
- Engineered optimisation and troubleshooting strategies for assets experiencing under and over-pacing issues, leveraging pacing reports, optimisation levers, in-platform analysis, and industry best practices, consistently surpassing KPIs by over 100% for both channels
- Built comprehensive bi-weekly, mid-campaign, and end-of-campaign, and post-campaign analysis reports for programmatic and social activities, leveraging data analysis techniques, visualisation tools, and pivot tables in Microsoft Excel and Google Sheets to extract actionable insights, learnings, and recommendations for future campaigns.
- Conducted marketing and programmatic training sessions for activation team where topics included, programmatic 101s, industry updates, and wider marketing strategies e.g. storytelling, consumer behavioral psychology, branding etc.

CERTIFICATIONS

META MEDIA BUYING PROFESSIONAL

April 2024

THE TRADE DESK'S EXECUTIVE PROGRAM

February 2024

GOOGLE SKILLSHOP

August 2023 - January 2024

- Display and Video 360, Google Analytics 4, AI-Powered Shopping, Display, Apps Ads, Search ads

DIGITAL MARKETING STRATEGIST

July 2023

- Ryan Deiss' 'DigitalMarketer' program trusted by 126,000+ established companies
- An extensive online course and examination that covered an array of key marketing channels and strategies including: content marketing, social media, digital advertising, PPC, email, community management and data & optimisation helping build the knowledge in becoming a 'full-stack marketer'.

EDUCATION

CARDIFF UNIVERSITY - BSC BUSINESS MANAGEMENT AND MARKETING (2:1)

2020 - 2023

LORD WANDSWORTH COLLEGE

2014-2019

- A levels: Biology, Business and Mathematics
- Head of House Social: Led managing of weekly house events for the boarding house consisting of 60+ students
- 1st team for the following sports: Rugby, Tennis and Hockey.

LEADERSHIP

VOLUNTEER STAFF - TRELOAR'S SPECIAL EDUCATION

October - December 2018

- Supported in the co-ordination of after-school programmes for children with physical or mental disabilities. This involved a plethora of sports such as wheelchair basketball, solving puzzles and riddles, and cooperative reading.

LEADERSHIP DEVELOPMENT PROGRAM

July 2017

- Participated in a 3-week Peru expedition, managing group security, finances, and kitchen operations; funded the trip through various jobs like gardening, babysitting, dog sitting, and reselling shoes and clothing. At the end of this expedition my team and I were able to help finish the construction of a school.

ADDITIONAL

INTERESTS

- Reading a wide categories of books and literature including marketing and business industry figures such as Donald Miller (StoryBrand), Allan Dib (1-Page Marketing Plan), Russell Brunson (DotCom Secrets), Nir Eyal (Hooked) etc.
- Fitness; weight training, running, boxing, football etc.
- Language: Proficient in Tagalog (The Philippines native language)