

## PROGRAMMATIC MEDIA SUPERVISOR

### Work History

#### Company Name

#### Experience

04/2017 to Current

Programmatic Media Supervisor Company Name i/4 City , State

- Directly oversee a group of Programmatic Associates & Managers on their day to day responsibilities across 5 major pieces of agency business Drive senior Media staff to innovate and automate their media plans through the self-service team Formulate proposals for new client opportunities involving data driven audience buying and remarketing Create and foster relationships with tech providers, data companies and inventory sources throughout the programmatic landscape.

04/2016 to 03/2017

Manager Company Name i/4 City , State

- Execute, manage, and optimize online media campaigns for agency clients through Demand Side Platforms Evaluate data fields from multiple sources to highlight key performance indicators Offer consultative support to media teams surrounding programmatic buying.

08/2015 to 04/2016

Media Planner Company Name i/4 City , State

- Act as day to day Account Manager for a set of clients cumulating over 10MM in media budget Develop innovative online and offline media recommendations that align with the brands business goals Train Assistant Planners on the basics of account management, media planning and industry best practices Own and manage status meetings in regard to paid media programs with client and vendor partners.

02/2015 to 08/2015

Digital Media Strategist Company Name i/4 City , State

- Communicate rationale and reasoning behind integrating digital media such as Programmatic Display, SEM, Online Video, Mobile and Social into the overall media recommendation Direct Activation Team on media plan strategy while overseeing the buying process from initial RFP to final reconciliation of vendor invoices.

12/2013 to 02/2015

Digital Media Analyst Company Name i/4 City , State

- Appointed as Digital Point of Contact for several key accounts involving heavy online CPA & ROI strategies Manage client deliverables for creative, tracking and payment Implement tagging strategy, build dashboard reports and set KPI's to gauge success of digital campaigns through data analysis.

02/2013 to 12/2013

Development Assistant Company Name i/4 City , State

- Worked with Research team to handle requests from across the agency requiring research analysis software such as comScore, Nielsen, Scarborough and MRI Transitioned onto Account Team to work on National and Regional Direct Response clients.

### Education and Training

May 2010

BA : Broadcasting & Mass Media TEMPLE UNIVERSITY : SCHOOL OF COMMUNICATIONS AND THEATRE i/4 City , State

Broadcasting & Mass Media

#### Skills

account management, agency, automate, budget, CPA, client, clients, data analysis, inventory, media plans, media plan, media planning, meetings, proposals, Research, RFP, strategy, Video