

## CONTRACT SENIOR ASSOCIATE MEDIA PLANNER AT SAPIENTNITRO

### Summary

To obtain a mid-level leadership position in media that will utilize my strong analytical, negotiation and creative- thinking skills.

### Experience

Contract Senior Associate Media Planner at SapientNitro 07/2014 - Current Company Name City , State

#### Clients: KPMG, Citizens Bank, The Institutes, Moven Â

- Involved in all aspects media planning and buying process, from client briefing to post buy reporting Provide POVs for new vendors and opportunities Compile RFPs for potential partners and negotiate media costs.
- Secure media placements and issue approved vendors IOs Create strategic and tactical media recommendations with traditional and online components Analyze campaign reporting and provide clients with optimizations Assist media finance team in vendor payment and client billing Lead status updates calls with clients, present media recommendations and POVs.

Freelance Sales Planner 04/2014 - 05/2014 Company Name City , State

- Served as primary POC for Major Projects brought in by Ad Sales Team.
- Created media plans and PPT decks for incoming RFPs and meetings for Ad Sales Team.
- Coordinated with multiple departments within the Ziff Davis Organization; ensuring programs have all necessary requirements to launch timely and effectively.
- Managed client and agency expectations, creative approvals, project timelines, and asset allotment for Ziff Davis programs and projects.
- Managed the expectations of Ad Sales, Operations, Sales Development, Tech, Finance, and Editorial, to guarantee internal protocols and workflows are met with each program.
- Worked with Editorial staff to coordinate Ad Sales and Editorial Programs.
- Brainstormed with Marketing team to create innovative ideas for the Ziff Davis organization and prospective advertisers.

Freelance Associate Media Planner, Digital 01/2014 - 02/2014 Company Name City , State

#### Clients: WEtv, Sundance TV, FUSE, Nuvo TV, 20th Century TV Â

- RFPed potential vendors for upcoming campaigns.
- Reviewed vendor proposals, negotiated plan, and assisted with putting together campaign recommendations for clients.
- Created and updated buy sheets for client approval.
- Entered all media buys into Strata, and sent/received signed IOs from vendors.
- Coordinated digital production of custom assets with vendor, client, and creative agencies.
- Created t-sheets for Ad Ops team, and send out tags to approved vendors.
- Met with potential new partners to learn about capabilities and ad opportunities.
- Provided campaign reporting for currently running campaigns, and in-depth post reporting using Dart DFA and Excel.

Studio Manager 08/2013 - 01/2014 Company Name City , State

- Opened job numbers and created estimates for new jobs.
- Scheduled and attended all pre-shoot meetings, noting any changes or requests.
- Set up and broke down shoots for visiting client, assisting with any needs during the day.
- Revised and sent out estimates and payments to vendors and clients.
- Assisted food stylist, prop stylist, and photographer during shoot prep, shoot, and post shoot by running errands, and anything else needed.

Digital Sales Planner 07/2013 - 08/2013 Company Name City , State

- Assisted Director of Sales Development and Account Executives in assembling customized marketing plans for incoming RFPs from agencies and clients to meet their advertising objectives.
- Helped in managing key relationships with agency personnel and clients.
- Worked with Account Executives to ensure a smooth transition from pre-sale responsible to post-sale and campaign activation.
- Entered and managed sales inventory through Dart DFP, and created and/or revised insertion orders for agencies and clients.
- Key liaison between digital production, ad ops, and project managers to ensure delivery of strategic and successful media programs with optimal CTRs, and other key digital metrics.

Contract Marketing Coordinator at Verison FiOS 04/2013 - 05/2013 Company Name City , State

- Provided support for 16 Account Managers and two Regional Account Mangers.
- Pulled and analyzed multiple daily sales reports through VZaI.
- Created new reports at the request of Account Managers and Regional Account Managers.
- Managed six street team employees for fieldwork events and event reporting.

Freelance Digital Media/Traffic Coordinator at Prudential 02/2013 - 03/2013 Company Name City , State

- Entered new campaigns into MediaVisor and MediaOcean to create IOs for publishers and traffic sheets for creative departments.
- Provided monthly campaign report and analysis using Dart DFA.

- Cost audited all media spend of the previous months activity for finance department.
- Point person for Aventa, trafficking company, and assisted with any issues or questions about current and upcoming campaigns.

Freelance Assistant Digital Media Planner At Neo@Ogilvy 12/2012 - 01/2013 Company Name City , State

#### **Clients: Caesar's Entertainment Â**

- Assisted with submitting and processing media invoices through ASPEN.
- Maintained vendor relationships and monitored delivery of active campaigns.
- Generated and analyzed all campaign reports to determine media spend and performance against respective metrics, in addition to presenting results and insights directly to the client.
- Assisted in RFP and media negotiations, and issues insertion orders to publishers using DDS.
- Created media recommendations and media flowcharts for upcoming campaigns.

Integrated Junior Media Associate 11/2011 - 11/2012 Company Name City , State

#### **Client: Samsung; Enterprise and Consumer Business and Telecom Â**

- Samsung Developed strategy for traditional and interactive media, and tactical interactive media recommendation for new products launches, and other key products under the Enterprise (B2B) and Consumer Business Divisions for Samsung US.
- Lead weekly status calls with the client, creative agencies and other partners for 9+ campaigns.
- Activated digital executions from RFPs to post-buy reports, using MediaOcean and Dart DFA.
- Analysis and present bi-monthly campaign reporting with optimization recommendations.
- Utilize industry tools such as IMS, Comscore, and Tardiis to develop campaign recommendations, as well as weekly presentations of industry trade articles.
- Provide POVs on new partners and opportunities for the client Accomplishments Completed Starcom Mediavest Group Flight Basics training course.

#### **Education**

Present Certification : eCornell - Marketing Strategy

Seven-course online marketing certificate with MBA-level strategic marketing training.

December 2010 Bachelors of Arts : Seton Hall University - Communications City , State GPA: GPA: 3.4

Emphasis in Public Relations

Marketing, Public Relations and Journalism coursework

Member of PRSSA, Member of Alpha Phi Sorority: Director of Marketing, 2008-2009 and Vice President of Marketing, 2009-2010

#### **Skills**

- Media Planning/Buying Software: MediaOcean, DDS, MediaVisor, Aspen, Strata, Dart DFA and DFP
- Research Software: IMS Clear Decisions (MRI), comScore, Advviews, Snapshot, SRDS, eMarketer
- Other Software: Salesforce, Central Desktop VZaI, Hyperion, Lotus Notes, Microsoft Office Suite, Google Drive and Docs, Box, QuarkXPress
- Mac/PC Platform proficient