

DIRECTOR OF DIGITAL INNOVATION AND STRATEGY

Executive Profile

- Cost-conscious, reliable project manager offering a proven history of success supervising, planning, and managing one or more multifaceted digital projects with multiple deliverables, complex dependencies and budgetary restrictions
- Senior Digital Marketing professional with extensive experience and ability to drive strategic initiatives in the areas of business growth, leadership and organization effectiveness.
- Ambitious Strategy and Innovation Director who creates strategic alliances with organization leaders to effectively align with and support key business initiatives. Builds and retains high performance teams by hiring, developing and motivating skilled professionals.
- Experienced professional in the following areas: Project Management, Change Management, Process Development & Redesign, Strategic New Initiatives, and Deployment of Various Web Based Tools

Skill Highlights

- Digital Media Operations
- Project Management
- Negotiations Management
- Business Development
- Team Leadership
- Product Development
- Budget Management
- Strategic and Analytical Thinking
- Business Planning
- Professional Communications
- Business Intelligence
- Benchmarks and Timelines

Core Accomplishments

- As a digital director, I successfully led and managed centralization of resources and projects and standardized all reporting, campaign management, and development across all properties in Philadelphia, New Jersey, Florida, Alabama, and Western Pennsylvania. I worked directly with the CEO and VP of digital in developing project plans, managing timeline, and work streams. Provided status updates to senior management and board of directors ensuring team met benchmarks in a timely manner
- Promoted to position by successfully executing business development projects as Director of Online Operations.

Professional Experience

Company Name June 2012 to Current Director of Digital Innovation and Strategy

City , State

- Maximize productivity by setting clear expectations and proactively communicating project status, issues and risks to internal stakeholders and top management
- Draft and distribute project objectives and tasks to various in house and outsourced teams
- Assess project issues and identify solutions to meet productivity, quality and customer goals
- Manage resource allocation across multiple projects including tracking resource bandwidth and forecasting future availability for scheduling new projects
- Guarantee the attainment of key milestones by proactively tracking metrics and project outputs
- Mitigated risk by identifying, escalating and resolving issues across multiple delivery groups and/or projects
- Create new strategic initiatives, product development, marketing intelligence, planning and implementation for all digital media properties
- Management of products, services, experiences, platforms and tools from concept to execution
- Established and help create Company visions for digital product changes and additions; define requirements of the various products to meet market demands
- Create statistical models based on digital product performance
- Set guidelines and specifications cross-functionally with designers software development engineers, digital media directors, and external partners to guarantee a smooth and efficient project and product delivery
- Establish shared vision across company by building consensus on priorities leading to strategy and project specific execution.

Company Name March 2010 to March 2011 Director of Ad and Online Operations

City , State

- Created, maintained and presented regular (weekly, monthly, and quarterly) campaign status and metric reports as well as develop ad-hoc reports to support strategic planning and fact based analysis.
- Contributed to the monthly and quarterly revenue recognition process by assuring that all impressions are correctly reported and communicated to clients.
- Enforced - through functional groups - productivity, quality and process requirements in accordance with real company needs.
- Acted as liaison with external parties on matters relating to the procurement of services for the company's products.
- Reviewed and managed solutions to inventory problems, resolved under-delivering campaigns, works with Editorial and/or other teams to optimize advertising
- Used Web-Analytics platforms such as Omniture and Web-Trends to prepare various analytical reports
- Configured and set up campaigns on various exchanges such as Google AdX, Bust Backplane, Open X, and Six Apart

- Implemented impression verification and research pixels for view through analysis.

Company Name September 2006 to June 2012 Director of Online Operations

City , State

- Project Managed centralization of Content Management System and standardized all interactive ad campaigns and traffic reporting across all properties in Philadelphia, New Jersey, and Western Pennsylvania.
- Developed the project plan and managed the project work streams.
- Provided status updates to leadership and ensured project team completed on tasks in a timely manner
- Managed relationships with third party sales agents and networks including fulfillment of RFPs and rate negotiation
- Project Managed Omniture Site Catalyst and Google Analytics integration throughout all sites and generated various reports to study user behavior while on web-site
- Provided Analytical Analysis and Recommendations for all Micro Sites
- Worked with Executive Management to Create Actionable Analytics Reporting and Customized Dashboards for Internal Staff
- Project Leader for transition to Google DFP ad serving Platform, Guided newspaper and television stations sites through conversion to new ad serving platform
- Managed and executed SEO/SEM for niche sites internally, Average annual budget of \$500,000
- Managed and execute internal search engine marketing efforts for all sites, working with local managers to define goals and set budgets
- Manager of Online Operation Team, Supervised Five Marketing Assistants and Webmaster
- Performed all competitive analysis for each local market
- Managed up to 10 individuals directly when Optimizing Operations in Western PA
- Lead selected business development efforts for interactive media focusing on developing a business plan for the launch of a local email marketing business in each of our respective markets.

Company Name May 2005 to August 2006 Marketing Consultant

City , State

- Researched and Developed relevant Business Plan for future expansion
- Conducted research on competitors and studied and replicated their successful online marketing campaigns
- Assisted in creating internal product database that included real time inventory updates as well as displayed statistics on most popular sellers
- Provided technical support for website and uploaded new data to site daily as well as replicate changes and additions on demand

Company Name April 2005 to September 2005 Intern

City , State

- Created various Marketing pieces for DMA seminars and conferences
- Identified major causes of client data discrepancies and offered methods to resolve problems.
- Developed and implemented a benefits data audit process to ensure data integrity.
- Profiled and collaboratively filtered client data based on requested parameters.

Company Name May 2002 to June 2004 Senior Support Analyst

City , State

- Collaborated with IT Team, vendors, and support providers to research and resolve client and operations team hardware and software support issues
- Supported the accurate setup of user specific network, Internet, hardware, and software settings on all desktop systems and servers by coordinating efforts with Senior Management
- Worked with System Engineers to diagnose and support network connections from the desktop to the server level
- Used Novell NetWare Administrator and Windows 2000 User Manager for Domains to create ID's for new users on site and remotely as well as granting rights to specific files and folders.

Company Name January 2001 to August 2001 Information Systems Intern

City , State

- Assisted and trained users on how to use Microsoft Outlook and other office components
- Troubleshooted employee queries through helpdesk
- Configured Network Servers and deployed remote installations of various Software Programs.

Education

Long Island University College of Management May 2006 MBA : Marketing City , State Marketing

Hofstra University Frank G. Zarb School of Business December 2001 Bachelors of Business Administration : Management Information Systems

City , State Management Information Systems

Languages

Fluent in English and practical knowledge of Spanish and Hindi

Skills

Microsoft Access • Excel Power Point Word and Visio NET C++ FoxPro Microsoft Windows Apple OSX Dream Weaver Photoshop

Microsoft Access, Excel, Power Point, Word and Visio, C++, Java, Microsoft Dynamics, Apple iOS, Dream Weaver, Photoshop, Lotus Notes, Corel, Omniture Site Catalyst, Web-Trends, Google Analytics, Google DFP, Open Ad Stream, Wordpress, Drupal, Networking, Domain Registration, Web-Site Administration