

DIGITAL MEDIA MANAGER

Professional Overview

Talented media planner offering exceptional strengths in executing paid digital media campaigns and ensuring content is delivered to the right audience segments. Detail-oriented and highly organized with track record of exceeding clients expected key performance metrics by constantly analyzing results and implementing digital media best practices.Â

Skills

- Google Search, Display, Mobile, Video Campaigns.Â
- Google Analytics measurement, Report & Tracking.Â
- Facebook Business Manager, Ads Manager & Power Editor.Â
- Creative & Professional Copy writing.Â

Professional Experience

11/2015 to Current

Digital Media Manager Company Name i¼ City , State

- Responsible for executing all paid media campaigns across digital platforms including Google, Facebook and Instagram.Â
- Delivered monthly client reports analyzing the overall effectiveness of paid media campaigns.Â
- Perform ad-hoc assignments as needed including market research and uncovering relevant data to drive campaign success.Â
- Continuously demonstrated ability to maintain and adhere to client budget while meeting expected KPI's.Â

04/2015 to 10/2015

Business Manager Company Name i¼ City , State

- Responsible for introducing Fetch Rewards mobile application to Puerto Rico market to analyze adoption rate.Â
- Implemented and installed first successful hardware at POS lanes in Selectos Los Prados.Â
- Executed digital & guerilla marketing strategy to increase users and demonstrated ability to run a succesful pilot program.Â
- Trained store employees, managers & executives on the use of mobile application.Â

08/2014 to 04/2015

Account Executive & Digital Media Manager Company Name i¼ City , State

- Handled multiple client accounts for Search in 3D including account management, digital adverstising budgets & monthly reports.Â
- Effectively created english & spanish copy for clients social feeds including but not limited to facebook & instagram.Â
- Demonstrated ability to work individually on assigned tasks and as a team player creating new campaign ideas & proposals.Â

Education

2012

Bachelor of Science : Finance & Entrepreneurship Northeastern University i¼ City , State , USA