

Paid Media Group Director/VP

15+ years of experience in the dynamic digital landscape, and in consistently driving growth, enhancing brand visibility, and optimizing ROI for small and large-scale clients.

Strategic and results-driven people leader with proven track record of creating and executing successful digital strategies. Expertise in several digital marketing disciplines, including SEM/paid search, social media marketing, programmatic media, content marketing, digital out-of-home, and OTT. Committed to staying current with industry trends and leveraging cutting-edge tools and technologies to drive exceptional results. Competency in effectively managing cross-functional teams, marketing budgets, and vendor relationships.

Areas of Expertise

- Digital Marketing Strategy
- Cross-Functional Collaboration
- Digital Advertising Platforms
- Client Retention & Acquisition
- Multi-Channel Marketing
- Marketing Budget Management
- Marketing Metrics & Funnel
- Revenue Growth & Profitability
- Process Development
- Budgeting & Campaign Management
- Client Relationship Management
- Marketing Analytics Tools

Accomplishments

- Achieved remarkable growth of over 300% in departmental revenue and billable hours for mdg.
- Established and developed a media department from inception and transformed annual media revenue from a single client from \$1M to over \$10M within a 5-year period for Envisionit Media.
- Established and nurtured agency client, partner, and publisher/vendor relationships, encompassing diverse range of digital technologies and strategic focuses, contributing to the agency's success at Accuen, Chicago.

Career Experience

mdg, A Freeman Company, San Diego, CA
Group Media Director

Aug 2019 – Present

Direct the preparation of new client pitches and scope of work for digital strategy. Develop data-driven narratives for end-of-campaign reporting decks and effectively present reports to both internal teams and clients. Restructure the digital media team to cultivate proficient managers across search, social, and display disciplines. Standardize and enhance digital team efficiency across all client accounts by implementing streamlined processes, leveraging performance modeling, and adopting agile methods for tracking, optimization, and ensuring client success. Manage digital campaign budgets strategically, making necessary adjustments and recommendations throughout campaigns to maximize ROI.

- Led and developed team of Digital Marketing professionals, overseeing strategic planning and tactical implementation across event, membership, and product-focused client accounts.
- Implemented data-driven approach with measurable Key Performance Indicators (KPIs) aligned with clients' overall business objectives, resulting in the creation of effective digital brand strategies through acquisition campaigns.
- Enhanced existing digital customer acquisition Projection Models to encompass paid and organic channels, while providing training to all teams on best practices.
- Implemented internal Quality Control (QC) process to eliminate costly errors in media campaign executions, ensuring precise and error-free results.

Envisionit Media, Chicago, IL
Media Director

Dec 2013 – May 2019

Maintained expertise in the agency's media offerings, stayed current with industry trends. Ensured comprehensive training programs stayed in place for all agency personnel on emerging technologies and industry terminology.

- Provided visionary leadership to the Media department, fostering a culture of individual accountability among direct reports, and actively contributed to the professional development and career growth of each team member.

Mentored and trained new media department teams consisting of direct reports, collaborating closely with leadership and sales teams to successfully incorporate programmatic media buying into product portfolio.

- Spearheaded strategy development and executed programmatic, paid social, and paid search media purchases to achieve campaign objectives and maximize results.

Executed Direct Response and Brand Awareness campaigns by leveraging state-of-the-art Demand Side Platforms and advertising networks, achieving campaign objectives effectively. Acted as the direct supervisor for team of entry to mid-level trading analysts, providing leadership in overseeing daily operations, facilitating training opportunities, and fostering career development.

- Served as the lead Technical Account Manager for OMD & PHD Chicago clients, holding primary responsibility for managing budgets exceeding \$10M annually for Fortune 500 advertisers.

Conducted comprehensive reporting, analysis, and optimization of established paid search campaigns for prominent national clients. Devised revenue-enhancing strategies to surpass initial contractual goals, emphasizing growth and profitability. Managed client relationships effectively and collaborated closely with agency contacts, ensuring seamless interactions throughout both pre-sale and post-sale phases.

- Provided invaluable support to national sales representatives and local product directors in crafting SEM strategies that facilitated new sales closures.

Additional Experience

Search Director, Elton Digital, Chicago, IL
Fulfillment Product Manager, LocalLaunch, Chicago, IL

Education

Master of Business Administration
Colorado Technical University

Bachelor of Arts in Marketing Communications
Columbia College Chicago, IL

Additional Skills

Asana
Intermediate – 3 yrs. experience

BigQuery
Intermediate – 1 yr. experience

Facebook Business Manager
Advanced – 10 yrs. experience

Looker Studio (formerly Google Data Studio)
Advanced – 6 yrs. experience