

I boast 5 years of digital experience with a diverse skill set rooted in various paid marketing channels and complemented by expertise in strategy and behavioral economics. While spearheading programmatic ad campaigns for brands valued at over \$30MM, I honed my abilities in campaign optimization and meticulous reporting. In addition to DSP certifications, I am well-versed in using BI tools to extract actionable insights from data to create dashboard visualizations. I've also led B2B and DTC teams within the non-profit, automotive, CPG and healthcare advertising sectors where I provided mentoring, demonstrated thought leadership in industry best practices, and took charge of partner and client-facing communications. Excited to leverage my expertise to drive meaningful insights and optimize program functioning in an ad tech focused role.

MID-CAREER WORK EXPERIENCE

MANAGER, PROGRAMMATIC

PUBLICIS HEALTH MEDIA (REMOTE) | OCT 2022 - SEP 2023

- Owned activation of advertising campaigns from DCM trafficking to DSP activation by identifying ad blocks as well as using 3rd party tools to confirm post-launch ad server compliance
- Collaborated with Analytics team to optimize multiple campaigns while generating Crossix audience segmentation insights and Nielsen measurement reports on front-end and back-end KPIs to present in client-facing meetings
- Evaluated partnership opportunities based on inventory pricing across the marketplace to provide strategy and activation recommendations for budget adjustments as well as for the upcoming FY during the planning periods
- **IMPACT:**
 - Successfully launched three 1P Retargeting and two 3P Private Marketplace campaigns in the span of year
 - Derived optimizations for 3P campaign which yielded a 23% decrease in CACs QoQ
 - Achieved a 100% trading certification rate across all direct reports within 4 months
 - Increased 5 segments audience quality by 2.2 % QOQ as a result of a geo-fence used to identify high propensity populations

SENIOR ASSOCIATE, PROGRAMMATIC

XAXIS - GROUPEM (REMOTE) | NOV 2021 - OCT 2022

- Executed all campaign maintenance aspects with performance checks by optimizing bidding and inventory quality to maintain profitability
- Monitored campaign health by issuing projection analyses and reallocation recommendations as necessary
- Assisted with campaign analytics to derive insights from data and contribute strategic recommendations for improved performance and pacing
- Collaborated with Programmatic Coordinators, Analysts, and Operations teams to ensure fiscal accountability, monitor and proactively optimize towards performance goals, provide competitive insights through brand lift studies via publishers and external tools such as Kantar
- **IMPACT:**
 - Developed and implemented \$1.2MM reinvestment plan to improve omnichannel efficiencies for automotive brand
 - Drove 12% incremental reach on Amazon DSP retargeting campaign for CPG wellness brand

MARKETING CONSULTING INTERN: DATA ANALYTICS AND STRATEGIC ADVISING

BASHPOLE SOFTWARE INC., (REMOTE) | APR 2021 - SEP 2021

- Led experimental design efforts by analyzing historical LTV data on non-profit investment to inform A/B test for audiences, copy as well as landing page placement
- Created/modified SEM ad campaigns, updating tags and tracking conversions in order to generate deliverable KPI metrics for clients
- Analyzed lifetime value funnels to advise current and prospective clients by tailoring recommendations and proposals so as to improve their ROI and MI
- Worked closely with the CEO to create and modify case study templates using my experience in technical writing and advanced Excel formulae
- Delivered compelling presentations in client-facing meetings to summarize statistical analysis results to non-profit leaders
- **IMPACT:**
 - Achieved 85% client renewal rate (compared to 60% median) and negotiated investment increases from 3 clients
 - Collaborated with HR committee on the startup's first DEI programming manual

TECHNICAL SKILLS

MARTECH, CRM AND SALES ATTRIBUTION SOFTWARE:

The Trade Desk Solimar, Salesforce Datorama (Salesforce Marketing Cloud), Google DV360, Google Tag Manager, Facebook Business Manager, DoubleClick Campaign Manager, DoubleVerify Pinnacle, Mediaocean Prisma, Nielsen, Kantar

BUSINESS INTELLIGENCE SOFTWARE:

MS Excel, Power BI, Tableau, SQL

PROJECT MANAGEMENT SOFTWARE:

Jira by Atlassian, Asana

CODING SAMPLES:

POSTGRE DATABASE DESIGN, ETL AND SQL QUERY PROJECTS

theirnameislimi.com/portfolio/sqlprojects

WRITING SAMPLES:

MANAGERIAL ECONOMICS, BEHAVIORAL ECONOMICS AND BUSINESS STRATEGY

theirnameislimi.com/portfolio/economicsanalysis

EARLY CAREER

ANALYST, OPTIMIZATION & INNOVATION

KEPLER GROUP | NOV 2019

CHICAGO, IL

• **COMPETENCY ACQUISITION**

- Programmatic DSP Activation
- Campaign Pacing Optimization

MARKETING INTERN

TERRY FOSTER CONSULTING | JUL 2019 - SEP 2019

REMOTE

• **COMPETENCY ACQUISITION**

- Paid Social Advertising
- A/B Testing

• **IMPACT:**

- Achieved 4% CTR increase for CPG skincare awareness-driven social media campaign over the course of a quarter

MEDIA INTERN

DIGITAL SCHOLARSHIP CENTER | MAY 2016 - MAY 2018

SAINT OLAF COLLEGE, NORTHFIELD, MN

• **COMPETENCY ACQUISITION**

- Media Editing and Graphic Design
- Web Design (Wordpress)

• **IMPACT**

- Created a portion of the first multimedia archive of grant-related presentations in the CURI program for Undergraduate Research
- Facilitated media lab services for an average of 16 students and faculty per week in a newly-launched facility

MARKETING AND COMMUNICATIONS INTERN

CANVAS CHURCH | MAY 2016 - MAY 2017

NORTHFIELD, MN

• **COMPETENCY ACQUISITION**

- Organic Social and Email Marketing
- Web Traffic Lead Generation

• **IMPACT**

- Tripled social media following and interactions across Facebook, Instagram and Twitter
- Tripled streaming stats and doubled attendance at in-person church events