

PERSONAL STATEMENT

Marketing Data Scientist with 6+ years of experience in biddable media, cross-channel strategy, and analytics-driven optimization. Currently leading programmatic workflows & activation planning for a \$15MM global gaming account at Dentsu, where I manage a team of direct reports across NAMER & APAC. I specialize in combining data science, LLM tooling, and quantitative optimization to drive omnichannel efficiency, while translating complex data into digestible storytelling and visualizations for executive stakeholders.

PROFESSIONAL TOOLKIT

PROGRAMMATIC AND MARTECH PLATFORMS:

- DSPs: The Trade Desk, Walmart Connect, Google DV360, Amazon DSP, Yahoo DSP, Freewheel & Viant
- SSPs & Deal Vendors: GumGum, Connatix, Wunderkind, Magnite, OpenX, Captify, Verve, Kargo
- Campaign Management & Social: Campaign Manager 360 (DCM), LinkedIn Business Manager
- Measurement & Verification: Nielsen DAR, Kantar, DoubleVerify Pinnacle, MOAT
- CRM & Attribution: Salesforce Datorama, Google Tag Manager, Mediaocean Prisma

ANALYTICS & BI TOOLS:

SQL (PostgreSQL, MS SQL Server, BigQuery), Python (Data Science applications), Tableau, Power BI, Advanced Excel (time series modeling, data visualization), HTML (debugging)

AI AUTOMATION TOOLS: Copilot, Gemini, Claude, NotebookLM, AdCP Agentic Media Buying

PYTHON FOR DATA SCIENCE PROFESSIONAL CERTIFICATE

HARVARD UNIVERSITY CONTINUING EDUCATION | SPRING 2025

DATABASE DESIGN AND SQL | DATA 202 | 99% GRADE AVG

TUFTS UNIVERSITY SCHOOL OF ENGINEERING | SPRING 2024

ACTIVATING RETAIL DATA

THE TRADE DESK EDGE ACADEMY | SPRING 2026

THE FUTURE OF DIGITAL IDENTITY

THE TRADE DESK EDGE ACADEMY | SPRING 2026

ADCP AGENTIC MEDIA BUY SPECIALIST

AGENTICADVERTISING.ORG ADCP | SPRING 2026

CAREER HIGHLIGHTS

- Operationalizing a quantitative optimization framework with dynamic goal-recalibration, rules-based bid governance, and cross-market diagnostics while leveraging AI-automated analyses to produce weekly executive-facing performance readouts for non-technical stakeholders (**Dentsu**)
- Scaled sustainable AI workflow adoption across the team by publishing green AI configuration templates for checkpoint usage, and enabling light-weight, on-device inference for routine diagnostics; paired with enablement sessions and QA checklist. (**Dentsu**)
- Leveraged LLMs to compress time-to-first-contribution from 24 weeks to 5 weeks – built reusable AI-generated checklists, "ASK" blocks, and reporting scaffolds; increased compliant AI usage 60% QoQ while decreasing unnecessary compute (**Dentsu**)
- Implemented and trained colleagues in new measurement and attribution processes to definitively link in-house targeting solutions to post-click conversions while eliminating dependency on third-party measurement partners (**Fundamental Media**)
- Produced an average of 3 training videos or documents per quarter to provide junior employees up-to-date instructions on internal tech stack (**Fundamental Media**)
- Collaborated with Analytics team to optimize multiple campaigns while generating audience segmentation insights and Nielsen measurement reports on front-end and back-end KPIs to present in client-facing meetings (**Publicis Health Media**)
- 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 (**PHM**)
- Led weekly campaign performance checks by optimizing bidding and inventory quality to maintain profitability (**Xaxis**)
- Collaborated with Programmatic Analytics & Research 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 (**Xaxis**)
- 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 (**Bashpole Software Inc.**)
- Analyzed lifetime value funnels to advise current and prospective clients by tailoring recommendations and proposals so as to improve their ROI and MI (**Bashpole Software Inc.**)

IMPACT:

- Drove 45% CPM reduction in evergreen performance campaign and 15% QoQ sales unit lift for subscription service (**Dentsu**)
- Increased compliant AI usage by 60% across team QoQ while decreasing unnecessary compute by developing a marketing analytics upskilling curriculum which encompassed advanced functioning, green Copilot debugging protocols and rank-based analysis used to adjust campaign optimization levers (**Dentsu**)
- Doubled client's on site conversion rate over two quarters while driving down cost per metrics, thus securing client contract renewal with an incremental media budget of \$5MM (**Fundamental Media**)
- Optimized onboarding stages for 5 new hires to 3.5 months as opposed to the company average of 6 months (**Fundamental Media**)
- Successfully launched three 1P Retargeting and two 3P Private Marketplace campaigns in the span of year (**Publicis Health Media**)
- Derived optimizations for 3P campaign which yielded a 23% decrease in CACs QoQ (**PHM**)
- Increased 5 segments audience quality by 2.2 % QOQ as a result of a geo- fence used to identify high propensity populations (**PHM**)
- Developed and implemented \$1.2MM reinvestment plan to improve omnichannel efficiencies for automotive brand (**Xaxis**)
- Drove 12% incremental reach on Amazon DSP retargeting campaign for CPG wellness brand (**Xaxis**)
- Achieved 85% client renewal rate (compared to 60% median) and negotiated investment increases from 3 clients (**Bashpole Software**)

CLIENT-FACING EXPERIENCE

MANAGER, DIGITAL & PROGRAMMATIC - MSFT XBOX

DENTSU | NOV 2025 - PRESENT | LOS ANGELES, CA / REMOTE

- Activation Planning & Partner Management (\$15MM Global Gaming Title Launch):
 - Led RFP partner reviews across Amazon/Twitch, Netflix, Hulu/Disney, Spotify, Fandom, IGN and scored direct buy proposals on targeting, high-impact units, innovation, feasibility, and measurement readiness.
 - Quantified and elevated ~\$600K in added value and savings into client story – positioned added value as strategic lever in partner selection and investment strategy.
 - Translated RFP outputs into executive-ready tactical early reads – market-by-market plans for US, UK, DE, CA, MX with flighting, frequency guardrails, and KPIs (impressions/clicks/views/CPM/reach/frequency).
 - Owning multi-market budget cost-out and benchmarking models (reach/frequency, CPM benchmarks, proxy methodologies, exclusions logic).
- Reconciling and maintaining \$3MM evergreen campaign budget tracker by aligning PO budget and digital approved totals across Programmatic Display + CTV with market-level rollups (US/UK/DE/CA/FR/JP) and variance checks. Identified and documented calculation edge cases (rounding variance, ASF reconciliation) to proactively flag errors while keeping wider plan QA-ready.
- Created auditable block plan summary (planned net media + commission + gross totals) for PO comparisons and gap identification. While consolidating critical trafficking details (media tactic, net media, flight duration, spend-by-day) to reduce handoff friction between planning, activation, and reporting teams.
- Maintaining "analytics thought-starters" framework to align stakeholders on client questions, narrative, and report structure across Display, Programmatic, and CTV. Collaborating with Analytics to deliver monthly tactical-level creative performance analysis across US/UK/CA/FR/DE – identified messages driving most efficient outcomes, guiding creative rotation decisions.
- Owning weekly cross-channel status meeting for Display & CTV by maintaining central tracker, reconciling against creative planning matrices & ensuring launch-ready accuracy.
- Engineered quantitative campaign optimization framework in Excel (nested XLOOKUP/INDEX-ROW-COLUMNS, multi-stage IFS, adaptive Goal Range policy) that provides interval deltas of conversion and cost per metrics. Leveraged Python in Excel functionality to automated generation of insight roll ups.

IMPACT:

- Drove 45% CPM reduction in evergreen performance campaign and 15% QoQ sales unit lift for subscription service
- Increased compliant AI usage by 60% across team QoQ while decreasing unnecessary compute
- Delivered executive-ready outputs by translating model findings into clear recommendations on bid-aggression cadence, audience prioritization, and scale management.
- Redesigned and automated a programmatic pacing workbook by implementing dropdown-driven controls and live-status verification to reduce manual inputs and improving data integrity for ongoing campaign monitoring.

ACCOUNT MANAGER AND MEDIA BUYER - ASSET MANAGEMENT VERTICAL

FUNDAMENTAL MEDIA | AUG 2024 - OCT 2025 | BOSTON, MA

- Managed \$10MM+ in cross-channel budgets (programmatic, paid search, paid social, DOOH, direct buy) for institutional investor, RIA and end-client advisory campaigns. Acted as the clients' account lead and main point of contact across 4 cross-channel (direct buy, paid search, paid social, DOOH and programmatic) campaigns while also consulting across 3 other campaigns on full-funnel marketing strategies.
- Identified and activated on new data partnerships to supplement FM's cookieless targeting and measurement solutions. Implementing inventory time series study to improve programmatic deal efficiency by identifying day-parting windows for optimal floor prices.
- Trained an average of 2 new hires per quarter on media analytics best practices and developing educational content for Fundamental Group's global team. Served on an internal programmatic education committee to improve ad tech literacy across activation teams. Authored HTML best practices to standardize email campaign builds.

IMPACT:

- Reduced CPCs by 84% via contextual targeting refinements for an asset manager
- Reported +500% landing page traffic growth QoQ, unlocking incremental budgets
- Improved LinkedIn delivery by 85%, reduced CPMs by 4%, and increased clicks by 62% by integrating LinkedIn ABM IP data for firmographic analytics and improved campaign qualification

MANAGER, PROGRAMMATIC

PUBLICIS HEALTH MEDIA | OCT 2022 - SEP 2023 | REMOTE

SENIOR ASSOCIATE, PROGRAMMATIC

XAXIS - GROUPM | NOV 2021 - OCT 2022 | REMOTE

MARKETING CONSULTING INTERN: DATA ANALYTICS AND STRATEGIC ADVISING

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