

CONTACT:

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M.S. DATA SCIENCE

DECEMBER 2026

PERSONAL STATEMENT

Ad Tech professional with 6+ years of experience in biddable media, cross-channel strategy, and analytics-driven optimization. I currently manage \$10MM+ in paid media budgets for asset management clients, leading full-funnel campaigns across programmatic, paid search, paid social, DOOH, and direct buys while serving as lead account contact across 7+ campaigns. I specialize in combining data science, marketing strategy, and technology to improve performance and efficiency. My work includes implementing time-series analysis for deal optimization, building audience segmentation frameworks, and activating data partnerships to strengthen cookieless targeting and measurement. Beyond media buying, I focus on internal growth—training new hires, creating best practice resources, and serving on education committees to advance ad tech literacy. With prior experience across nonprofit, automotive, CPG, and healthcare verticals, I bring both technical depth and cross-industry perspective. I thrive at the intersection of analytics, strategy, and innovation, with a commitment to advancing data literacy, quality, and privacy in the ad tech ecosystem.

CAREER HIGHLIGHTS

- 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 **(Publicis Health Media)**
- Executed all campaign maintenance aspects with performance checks by optimizing bidding and inventory quality to maintain profitability **(Xaxis)**
- 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 **(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:**
 - 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 **(Publicis Health Media)**
 - Increased 5 segments audience quality by 2.2 % QOQ as a result of a geo- fence used to identify high propensity populations **(Publicis Health Media)**
 - 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 Inc.)**
 - Collaborated with HR committee on the startup's first DEI programming manual **(Bashpole Software Inc.)**

CLIENT-FACING EXPERIENCE

ACCOUNT MANAGER AND MEDIA BUYER - ASSET MANAGEMENT VERTICAL

FUNDAMENTAL MEDIA | AUG 2024 - PRESENT | BOSTON, MA / REMOTE

- Managing \$10MM+ in cross-channel budgets (programmatic, paid search, paid social, DOOH, direct buy) for institutional investor, RIA and end-client advisory campaigns. Acting 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.
- Identifying and activating 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.
- Training an average of 2 new hires per quarter on media analytics best practices and developing educational content for Fundamental Group's global team. Serving on an internal programmatic education committee to improve ad tech literacy across activation teams. Authored HTML best practices to standardize email campaign builds.

CAMPAIGN OUTCOMES & STRATEGIC WINS:

- Delivered 5M+ impressions with 72% viewability for an institutional awareness campaign
- 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%.

INNOVATION & MEASUREMENT:

- Integrated LinkedIn ABM IP data for firmographic analytics and improved campaign qualification
- Deployed enhanced event-tag attribution across placements, line items, and creatives

TRAINING & ENABLEMENT:

- Authored HTML Best Practices Guide standardizing email campaign builds across clients.
- Designed and delivered Dynamic Macros 101 training to global teams on Aliphix URL suffix/event attribution.

MANAGER, PROGRAMMATIC

PUBLICIS HEALTH MEDIA | OCT 2022 - SEP 2023 | REMOTE

SENIOR ASSOCIATE, PROGRAMMATIC

XAXIS - GROUPEM | NOV 2021 - OCT 2022 | REMOTE

MARKETING CONSULTING INTERN: DATA ANALYTICS AND STRATEGIC ADVISING

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

TECHNICAL SKILLS

PROGRAMMATIC AND MARTECH PLATFORMS:

- DSPs: The Trade Desk Solimar, Google DV360, Amazon DSP, Yahoo DSP, Beeswax, & 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
- Publishing Partnerships: Bloomberg, New York Times, Barron's/WSJ, The Economist, BBC, Fox Business

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)

CODING & WRITING SAMPLES:

- Business Case Analysis & Database Design: theirnameislimi.com/portfolio/sqlprojects
- Behavioral Economics and Business Strategy Analysis: theirnameislimi.com/portfolio/economicsanalysis

PROFESSIONAL DEVELOPMENT

PYTHON FOR DATA SCIENCE PROFESSIONAL CERTIFICATE | 96% GRADE AVG

HARVARD UNIVERSITY CONTINUING EDUCATION | FALL 2024- SPRING 2025

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

TUFTS UNIVERSITY SCHOOL OF ENGINEERING | SPRING 2024