

Experience

Real Estate Agent

October 2015 – Present

Climb Real Estate, San Francisco, California

- Successfully closed 13 deals in the first two years as a licensed agent with a total sales volume of \$8.5M
- Communicate with seller's/buyer's agents, lenders, inspectors, contractors, and clients to ensure a seamless and successful transaction
- Work with multiple buyers to walk through the home-buying process from start to finish
- Manage timelines and sales pipeline through Realvolve (CRM)

Senior Advertising Operations Manager

September 2012 – September 2015

NetSeer (Acquired by inuvo), Mountain View, California

- Launched, trafficked, troubleshot, and optimized campaigns from inception to completion
- Managed company key accounts, like AT&T, Microsoft, and Chase, with booked quarterly revenue of over \$1M+
- Worked with Account Management and Product teams to structure and set-up campaigns according to customer objectives
- Implemented, maintained and executed creative QA process and pixel implementation, as well as coordinating with Product and Engineering teams on ad server and trafficking platform feature enhancements
- Conducted performance analyses weekly, and provide optimization recommendations based on client campaign objectives
- Provided campaign reporting, from ad-hoc and routine reports to Account Management and customers, to pulling third-party reports from various sources to evaluate performance, to monitoring discrepancies and assisting with month-end reconciliations
- Revamped and improved Salesforce usage through finance modules to track monthly billable and booked revenues
- Recruited, hired, trained, and managed ad operations team members

Manager, Ad Operations & Inventory Management

November 2009 – September 2012

Meebo Inc. (Acquired by Google), Mountain View, California

- Owner of inventory management, administration, and forecasting, including training, maintaining of sales management tools
- As lead for Northwest/Strategic territories, responsible for 99%+ of booked revenue every month during my tenure
- Optimized DSM inventory structure, planning workflows and business rules toward simplicity and yield
- Analyzed and delivered daily inventory reports that reflect current state of the business and provided insight to improve yield
- Partnered with Sales Marketing and Ad Development on the creation and launching of new ad products
- Implemented, owned, and launched campaigns utilizing various data-targeting solutions such as Bluekai and Peer39
- Improved efficiencies and automated daily campaign delivery by managing relationships with Ad-Juster and Ad Development teams
- First ad operations hire; built/trained team of 4 members
- Analyzed campaign performance to provide strategic feedback to sales & marketing teams to optimize clients' campaign performance
- Supported business development teams with successful partner ad launches and troubleshooting

Campaign Manager

September 2007 – November 2009

Jumpstart Automotive Group, San Francisco, California

- Analyzed delivery metrics and manage revenue yield for General Motors, Honda, Acura, and Mercedes-Benz
- Worked along cross-functional teams daily to ensure all elements of advertising proposals are effective, accurate, and optimal
- Strategized in the planning stages of campaigns and understand client delivery/performance goals
- Promptly responded to client RFPs by approving and reserving Insertion Orders in workflow/inventory management systems
- Monitored ad delivery and booked impressions on a regular basis and adjust forecasts as needed
- Worked with system integrations/technology to identify, define, create, and automate a more efficient workflow

Education

University of California, Santa Cruz | Bachelor of Arts in Film and Digital Media

September 2003 – June 2007

Skills

DoubleClick Products (DFP, DCM/DFA), Third Party Ad-Servers/Tags (Sizmek, Spongecell, Double Verify, TURN), JIRA, Salesforce, Microsoft Office, Adobe Photoshop, working knowledge of HTML and JavaScript, Troubleshooting ad tools (Chrome DevTools, Firebug)