

CHRISTINA ROTA

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SENIOR CLIENT STRATEGIST

Supercharged Client Success professional with nearly 6 years in the tech industry fostering brand and client relationships. Known to 'seal the deal' with tactical upsells across B2B/B2C by strategically implementing new concepts that yield success. Catch me offline, coaching F45 fitness classes!

Hard Skills	Tools/ Software		Certifications
Strategic Planning	Campaign Setup: Tags, Pixels	Salesforce	Inbound Marketing Hubspot
Negotiation	Google Analytics/ Ad Words	Jira, Trello, Tableau	Client Centered Thinking True & North
Data Management	DSP Automation	ATS & CRM Systems	Google Ads

EXPERIENCE

Senior Client Strategist | Recruitics | Norwalk, CT

10/2022 – Present

- *Doubled top clients' Media Management Fee and tripled their Subscription Fees* by effectively identifying and advocating for the adoption of pertinent products, while notably *closing a two-year contract on a newly released offering in the same quarter.*
- *Supervise team of coordinators* in recruitment marketing operations for premier clients in pharma, retail, and financial services to accelerate their ability to attract and hire top talent.
- Utilize *multi-channel industry technologies* across paid, search, social and programmatic advertising along with applicant tracking systems and job distribution services within Indeed, LinkedIn, Google Analytics, etc. to help solve customer challenges and objectives in a deadline-driven environment.
- Received *two* nominations for Champion of the Quarter thus far.

Client Strategist | Captify | Manhattan, NY

04/2021 – 09/2022

- Transformed digital strategy and managed *investment execution for 54% of US revenue* for Tier 1 accounts across all verticals including top brands: Chipotle, Mastercard and US Bank.
- Directed campaigns that *exceeded revenue and retention goals by 48% quarterly.*
- *Proven expert storytelling* by translating insights, product information, and data into compelling presentations to craft media strategy.
- Partnered with cross functional teams to create and enhance internal/external product offerings; prioritized and represented business needs for the US office.

Senior Digital Account Manager | Meredith : MNI Targeted Media Inc. | Stamford, CT

10/2018 – 03/2021

- Formulated advertiser campaign planning, execution, and performance analysis for *top revenue driving clients accounting for \$9 million of the Business*.
- *Acted as primary point of contact* to vendors, agencies and direct clients to maximize KPI performance.
- Conferred with Account Executives and Marketing Personnel to build media proposals, capabilities decks, performance recaps to win new business, upsell, and retain current clientele.
- Mastered *full funnel activations* of Video, Programmatic, Native, Search and Social campaigns.

Account Manager | Thomas | Manhattan, NY

11/2017 – 10/2018

- Analyzed product ROI of ThomasNet program(s) with *B2B clients including 3M, Nasa, and Boeing* to generate opportunities throughout their sales funnel.
- Collaborated with internal stakeholders and clients to create publishable content to maximize client's media program by working with advertisers to create display ads/landing pages to accurately represent their company on the platform.
- Submitted documentation and tracking of managed account records.

ADDITIONAL EXPERIENCE

Certified Health, Fitness, and Nutrition Coach | F45 Training | Stamford, CT

05/2022 – Present

EDUCATION

Sacred Heart University | Fairfield, CT

Bachelor of Science – Sociology
Double Minor – Marketing & Human Rights/ Social Justice

John Cabot University | Rome, Italy

Italy Reads Exchange Program