
12221 San Vicente Blvd., Los Angeles, CA 90049

SUMMARY

Internet Professional with more than 20 years of experience in managing teams, implementing projects, connecting people, and creating products for major media companies as well as individuals and small to midsize ventures. Proven excellence at best-of-brand internet sites, including online advertising sales operations, social networking, website development and design, search engine optimization and marketing, and effective written and visual communication. An energetic, passionate leader, strategic thinker, innovative idea-man, and fast worker, with encyclopedic knowledge of his craft and infectious enthusiasm for his work. Builds bridges, motivates people to excel, thinks creatively, volunteers philanthropically, and exhibits strength and grace under pressure. Demonstrated executive acumen within:

Sales Ops Expertise
Internet Consulting
Efficiency

Relationship Building
Inspirational Leadership
Creative Ideation

Project Management
Web Development
Communication

EXPERIENCE

VARIOUS COMPANIES, Los Angeles, CA

1998 - present

Consultant

April 1998 – present

- Build intranet for startup to share documentations for potential acquisition.
- Review and improve websites and social media profiles/pages, for greater professionalism, and SEO presence.
- Work with marketing to optimize their materials.
- Prepare and enhance financial documents and statements.
- Overhaul operations where needed.
- Assist President in other ways to enable him to spend time on more important business development.
- Administrate Office 365 for the company.

ATOM TICKETS, Santa Monica, CA

2018

Director of Advertising Operations

Jan 2018 – May 2018

- Align directly with Sales representatives to provide seamless campaign support to ensure delivery of every project on time within budget and scope. This will include but is not limited to: post-sale kick-off, ad lighting, promotions execution and management of campaign insights + reports.
- Coordinate internal resources and third parties / vendors for the flawless execution of projects.
- Ensure that all campaigns + ad projects are delivered on-time, within scope and within budget.
- Developing project scopes and objectives, involving all relevant stakeholder and ensuring technical feasibility.
- Ensuring resource availability and allocation.
- Develop a detailed plan to track progress.
- Use appropriate verification techniques to manage changes in project scope, schedule and costs.
- Measure project performance using appropriate systems, tools and techniques.
- Report and escalate to management, as needed.
- Establish and maintain relationships with 3P ad tech vendors, e.g. Adzerk, DoubleClick, to ensure seamless integration + delivery.
- Perform risk-management to minimize project risks.
- Create and maintain comprehensive project documentation.
- Serve as day-to-day contact for post-sale client communication, ensuring exceptional service and facilitating troubleshooting appropriately in a timely manner.
- Drive campaign kick-off meetings, manage launch timelines and streamline communication on campaign updates, troubleshooting, optimization recommendations and final campaign review.
- Educate and guide new and existing clients on best practices, onboard new clients and proactively address areas where improvement is needed.
- Understand the larger financial picture and drive positive impact towards Atom Tickets Ads' annual sales growth.

LIEBERMAN RESEARCH WORLDWIDE, Century City, CA**2015-2016***Senior Solutions Manager***July 2015 – March 2016**

- Manage 5 analysts and specialists who configure solutions for world-class clients on the Customer Experience team.
- Provide a start-up mentality to the CX team, the newest department at LRW, traditionally a market research company which has been in existence for more than 4 decades.
- Spearhead a performance-based hiring initiative, hiring 7 new analysts and specialists by end of 2016.
- Deploy complex, customized customer experience surveys and reporting using the Medallia hardware platform.
- Leverage the Medallia reporting system and LRW's market research expertise and tools to combine them into a Brand Experience (BX) product, so brands can track overall experience, sentiment, awareness and market share.
- Streamline processes and implement automation to find efficiencies in operations. Assess software solutions, like MARSC, to alleviate manual labor and automate samples used for weekly and monthly customer experience surveys.
- Act as a liaison to internal departments to break down silos, and leverage the talents and technical abilities of other teams and software solutions the company as a whole possesses.
- Relay thought leader materials from Medallia, Fred Reichheld and other customer experience gurus to the team.

TUBULAR LABS, Mountain View, CA**2012-2014***Manager, Customer Development/Success***December 2012 – December 2014**

- Managed all sales support on user base of more than 2,000 external users. Oversaw customer and revenue growth grow by 10x.
- Oversaw database of more than 1,000 external users.
- Kept a running list of all users, and knew their YouTube dossier like a salesperson or AM.
- Created and managed the process by which we checked in with these users (using Salesforce and RelateIQ).
- Set goals for user check-ins, schedule and lead web and live demos and presentations; reported on how well team was following up with users.
- Monitored customer support and customer service chat portals and corporate email addresses.
- Analyzed usage patterns for these users and reported on same. Generated ideas/suggestions for this quantitative analysis (e.g. combining admin user data with Mixpanel reporting).
- Suggested enhancements to the admin tool to optimize customer development.
- Showed early mockups/beta versions of future functionality to select users, and got feedback on new features.
- Maintained weekly email and phone communications with assigned users to gather feedback and stay top-of-mind.

PARTICIPANT MEDIA/TAKEPART.COM, Beverly Hills, CA**2011 - 2012***Project/Account Manager***July 2011 – March 2012**

- Liaised with both internal departments and external clients to coordinate delivery of products for the <http://www.takepart.com/contagion> website and peripheral products (e.g. a Facebook game).
- Acted as the primary digital contact for Contagion Social Action campaign to ensure it delivered on goals and on schedule.
- Kept Participant Media's Social Action and Marketing teams fully up-to-date on TakePart/Campaign status.
- Created, managed and communicated master schedule covering scope, schedule, budget, issues and risks.
- Worked with TakePart digital team to create and execute the digital campaign for Contagion, including internal and external design, content and technology teams.
- Worked with Participant Media's Marketing team to ensure the Contagion online campaign was aligned with the overall Contagion Marketing campaign.
- Worked with Participant Media's Social Action team to execute and promote the digital component of the Contagion Social Action campaign.
- Assisted with respect to all other matters in connection with the Contagion campaign as requested by superiors.

MYSPACE, Beverly Hills, CA**2007-2011***Manager, Sales Services***February 2010 – June 2011**

- Created cost-saving processes, executive reports and internal efficiencies, saving the company hundreds of thousands of dollars.
- Oversaw 2 Order Managers for Business Operations department, supporting workflow of all aspects of orders, from proposal through to campaign management hand-off across tens of millions of dollars of business.
- Counter-signed Insertion Orders and Change Orders and coordinated with legal on NDAs, MSAs, SOWs, etc.
- Managed day-to-day support in the Order Management System, including monitoring approval workflow, tracking an exceptions queue and troubleshooting support.
- Communicated with all departments that touch sales to ensure coordination of order components and to ensure systems provide necessary data.

*Manager, Sales Systems and Internal Relations***June 2009 - February 2010**

- Supported Sales Systems for Sales Operations department, including increasing efficiencies in daily workflow.
- Managed integrations with other business systems (e.g. FIMserve, Oracle, Atlas/Mediavisor, etc.).
- Acted as business and technical liaison to Salesforce and Operative, as well as to internal departments.

*Manager, Account Management***September 2008 - June 2009**

- Contribute in part to the revenue growth of \$200 million over the quarters I was in this position.
- Oversaw 12 Account Managers and Associate Account Managers (pre- and post-sales support) for Inside Sales team.
- Dedicated senior attention to both planning & execution of key client campaigns.
- Created project strategies, managed timelines, monitored and reported delivery status to business partners.

*Project Manager***July 2007 - September 2008**

- Continued implementation of Operative Dashboard order management system, integrated into Salesforce CRM, Rapt Inventory Manager and Oracle Financials.
- Served as primary liaison between all parties and MySpace/Fox, as well as with Accenture as a consultant.

*Technical Producer***April 2007 - July 2007**

- Implemented massive Ad Management Project to create and set up an order management system for 500 users across multiple properties in a dozen countries worldwide. Brought in project on time and under-budget.
- Increased operational efficiencies across the Advertising Operations department.

NETFLIX, Beverly Hills, CA**2006 -2007***Advertising Production Specialist***September 2006 - February 2007**

- Managed all accounts for online banner advertising, from forecasting and proposals through trafficking to reporting.

GOLD ZEPPELIN, Los Angeles, CA**1998 - 2006***Partner, Web Developer, Consultant and Designer***April 1998 - September 2006**

- Sold, developed, designed and maintained 20 web sites and intranets. Managed all search engine optimization.

INFOSEEK, Manhattan Beach, CA**1997 - 1998***Sales Associate***May 1997 - April 1998**

- Supported 6 sellers and hundreds of clients from proposal to collections.

ENTERTAINMENT WEEKLY, Los Angeles, CA**1994 - 1997***Office Manager***May 1994 - May 1997**

- Supported 4 sellers. Completely renovated processes and physical office environment for efficiency.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

M.A., Film Production

1993 - 1998

SAMFORD UNIVERSITY

B.A., Journalism/Mass Communications

1988 - 1992

REFERENCES

Available upon request.