

ERIC DAVID

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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 – Stealth Startup

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.
- Prepare and enhance financial documents and statements.

ATOM TICKETS, Santa Monica, CA

2018

Director of Advertising Operations

Jan 2018 – May 2018

- Aligned directly with Sales representatives to provide seamless campaign support to ensure delivery of every project on time within budget and scope.
- Established and maintained relationships with 3P ad tech vendors, e.g. Adzerk, DoubleClick.

LIEBERMAN RESEARCH WORLDWIDE, Century City, CA

2015-2016

Senior Solutions Manager

July 2015 – March 2016

- Managed 5 analysts and specialists who configure solutions for world-class clients on the Customer Experience team.
- Provided 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.
- Spearheaded a performance-based hiring initiative, hiring 7 new analysts and specialists by end of 2016.

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, had customer, revenue growth of 10x.

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 deliver the Contagion movie website.

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.

Manager, Sales Systems and Internal Relations

June 2009 - February 2010

- Supported Sales Systems for Sales Operations department, including increasing efficiencies in daily workflow.

Manager, Account Management

September 2008 - June 2009

- Oversaw 12 Account Managers and Associate Account Managers (pre- and post-sales support) for Inside Sales team.

Project Manager

July 2007 - September 2008

- Continued implementation of Operative Dashboard, integrated into Salesforce, Rapt IM and Oracle Financials.

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.

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.