**EXAMPLE 2**

San Jose, CA 5555 | EXAMPLE@yahoo.com | (555) 555 - 5555 | www.linkedin.com/in/EXAMPLE

**Online Advertising & Marketing | Advertising Creative Technology**

Dynamic operational expert and people manager with 15+ years of progressive experience leading online advertising solutions. Rich understanding of campaign management and developing strategies in various capacities that satisfy cross-functional and top-tier client needs. Outstanding relationship management, and client relations skills with key stakeholders. Strong team leader with record of motivating, coaching, mentoring, and restructuring to enhance or transform performance.

***Ad Creative Technology:*** *Live Streaming Technology | 360 Technology | Virtual Reality | Augmented Reality | Native Advertising | Programmatic Advertising | Video Advertising*

***Leadership & Project Management:*** *Creative Product Management | Global Ad Operations | Process Improvement*

***Ad Strategy:*** *Campaign Integration & Management | Online Advertising Strategy | Digital Media | eCommerce | PPC*

**Key Accomplishments**

* Provide recommendations and integrate legacy advertising campaign systems/tools across the organization including Salesforce, JIRA, Jive Technology
* Develop online ad strategy and expand presence in rich media, contributing to over $300M annually
* Led projects for display ads, homepage/login pages, rich media sales engineering, and smart ads projects/teams (22 staff)

**Technical Skills**

*Microsoft Office Suite | Salesforce | JIRA | Jive Technology | Flash | HTML 5*

**Professional Experience**

**THAO**: A Verizon Company| Sunnyvale, CA 06/2017 – Present

*A global leader in digital and mobile, Oath is a subsidiary of Verizon and reaches one billion people around the word*

**Senior Director of Advertising Creative Technology** (2017 – Present)

* Manage high-visibility projects as a key stakeholder, generate positive revenue in alignment with business initiatives, and integrate processes across the organization including creative execution, reporting & analytics, and client interaction
* Provide recommendations and integrate legacy advertising campaign systems/tools across the organization including Salesforce, JIRA, Jive Technology
* Launched a new premium ad unit on the homepage in through Product Monetization
* Standardize campaign execution, pre-sale support, creative template audits, and align publisher ad specs site
* Prioritize and design SLAs, document resources/platforms, and align processes across legacy AOL and Yahoo groups

**EXAMPLE! Inc.** | Sunnyvale, CA 2001 – 2017

**Director, Advertising Creative Technology** (2011 – 2017)

* Led projects for display ads, homepage/login pages, rich media sales engineering, and smart ads projects/teams (22 staff)
* Develop online ad strategy and expand presence in rich media, contributing to over $300M annually
* Manage entire project life cycles, from concept to completion, leveraging in-house technology and 3rd party services
* Contribute to team-restructuring, new-employee integration, and product support-strategy development efforts
* Identify areas of improvement across Product Management, Sales, Operations, Marketing, and Engineering
* Ensured smooth operations and substantial revenue from client businesses by proactively creating and managing operational plan during the transition from Flash to HTML 5

**Senior Manager, Homepage & Login Page Advertising** (2007 – 2011)

* Led ad operations on U.S. Homepage and Login Pages that met both the client’s needs and surpassed revenue targets
* Oversaw teams of Campaign Managers in development, design, and launch of new ad products
* Worked with designers and developers to create multi-million-dollar advertising products for login pages
* Developed strategy and led teams of Campaign Managers in implementing Front-Page advertising products

**Additional Experience: Employee Engagement | Diversity & Inclusion**

Grant Champion, **Hope Services: Charitable Organization** 06/2015 – Present

Co-Lead, **Sunnyvale Chapter, Women’s Inclusion Network**  2011 – Present

Global Employee Engagement Lead, **Building Better Builders (BBB)**  06/2011 – 2017

**Education & Trainings**

**Bachelor of Science, Business Marketing,** Sonoma State University