

# Rebecca Weiser

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The University of Texas at Austin · B.S., Advertising · TexasMedia · University Honors

## Experience

### **Ogilvy & Mather; Neo@Ogilvy · Digital Media Planner . . . . . Oct. '11 - Present · New York, NY**

- ~ Negotiate \$150K+ worth of Added Value in the form of 13MM+ impressions, 6 Research Studies, and 50+ eNewsletters
- ~ Traffick out 5.5K+ placements and assign 30+ display ads across 100+ sites for 16 campaigns using MediaMind
- ~ Train 6 teammates on trafficking, reporting, billing, and planning by leading training sessions and writing process documents
- ~ Generate 2.1K+ leads by partnering with vendors to create and distribute custom content, exceeding expectations by 59%
- ~ Build excel-based billing calculators/ invoicetrackers for each quarter to expedite the clearing of \$10MM+ in accounts payable
- ~ Create quarterly media plans based on client objectives, research, and past performance on KPI's for UPS's B2B Campaigns
- ~ Work closely with Video, Social, Display, Lead-Gen, Mobile, Network, and Niche sites to reach relevant, engaged audiences

### **Ogilvy & Mather; Neo@Ogilvy · Assistant Digital Media Planner . . . . . Jan. '10 – Sept '11 · New York, NY**

- ~ Trafficked campaigns by uploading plans, assigning creative, and generating tags via 3<sup>rd</sup> Party Adserver
- ~ Optimized media performance by shifting budget and inventory, implementing vendor pixels, and updating creative rotation
- ~ Provided performance analysis to the client and QA all digital activity by generating, scrubbing and analyzing reports
- ~ Worked closely with 3<sup>rd</sup> party creative vendors (SpongeCell, Eyeblaster, and EyeWonder) to build interactive Custom Ad Units
- ~ Assisted planning and managing B2B / B2C media for SEIKO, Otarian, and UPS's International, US, Print, and Guerilla Campaigns

### **Tocquigny · Digital Media Intern . . . . . Sep. '09 - Dec. '09 · Austin, TX**

- ~ Analyzed campaign results to determine and assign creative weighting for display campaigns
- ~ Tracked media activity for campaign optimization for Regent University, Operation Blessing, and Teradata

### **Mr. Youth; RepNation · HP Campus Ambassador . . . . . Sep. '09–Dec. '09 · Austin, TX**

- ~ Developed and executed an advertising campaign utilizing guerilla tactics, social media, and database marketing
- ~ Produced quantitative results including 2.8K+ clicks, 110+ widget downloads, and events totaling 500+ attendees

### **Mindshare · Media Intern . . . . . Jun. '09 - Aug. '09 · New York, NY**

- ~ Evaluated client and competitor media activity, and recommend media for client campaigns based on research
- ~ Worked on Cotton, Lufthansa, Royal Caribbean, Sprint, Bristol-Myers Squibb, Sun Products, and Tourism Ireland

### **EnviroMedia Social Marketing · Media Intern . . . . . Jan. '09 - May '09 · Austin, TX**

- ~ Bought and tracked Print and Radio for Don't Mess With Texas, Texas Department of Health, and Water IQ

## Leadership

### **Ogilvy Women's Leadership Professional Network · Co-Founder . . . . . Feb. '10 – Present · New York, NY**

- ~ Work on a team of Executives to create an employee network focused on the professional needs of Ogilvy women

### **Texas Advertising Group (TAG) · President . . . . . Oct. '08 – Dec '09 · Austin, TX**

- ~ Strategically lead an organization of 250+ members focused on student-industry relationships and education
- ~ Oversee 11 officers and serve as liaison to the University Advertising Department

## Community Service

### **MSJ Community Center Board of Trustees · Recording Secretary . . . . . July '11 - Present · New York, NY**

### **Best Buddies · Officer/Volunteer with Intellectually Disabled . . . . . Aug. '07 – Dec. '09 · Austin, TX**

## Skills

- ~ Working knowledge of DFA, Atlas, MediaMind, Google AdWords, PrintPack, AdBuyer, iDesk, and ComScore
- ~ Fluent on both a Mac and PC in Microsoft Word, Excel, Outlook, Publisher, and PowerPoint
- ~ Social Media presence on Facebook, Twitter, Flickr, StumbleUpon, YouTube, Foursquare, LinkedIn, and BlogSpot