

Rebecca Weiser

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The University of Texas at Austin · Bachelor of Science, 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 writing process documents and leading seminars
- ~ Generate 2.1K+ leads by partnering with vendors to create and distribute custom content, exceeding expectations by 59%
- ~ Build excel-based billing calculators/invoice trackers 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 national campaigns by uploading plans, assigning creative, and generating tags through MediaMind, Atlas and Dart
- ~ Optimized media performance by shifting budget and inventory, implementing vendor pixels, and updating creative rotation
- ~ Provided performance analysis to the client and QA'ed all digital activity by generating, scrubbing and analyzing reports
- ~ Worked closely with 3rd 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

- ~ Tracked media and analyzed campaign results to determine and assign creative weighting for Regent University 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, live events, 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 recommended media placement for client campaigns based on research
- ~ Worked on the Cotton, Lufthansa, Royal Caribbean, Sprint, Bristol-Myers Squibb, Sun Products, and Tourism Ireland accounts

Leadership

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

- ~ Work with 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 industry relations, education, and professional development

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 Dart, Atlas, MediaMind, Google AdWords, PrintPack, AdBuyer, iDesk, DDS, 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