MELANIE KATZ

DIGITAL MEDIA SENIOR SPECIALIST

CONTACT

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Vancouver, WA

EDUCATION

Emerson College
BS, Marketing Communications
Minors: Business, Leadership
2011-2015
Magna Cum Laude

SKILLS

- Providing strategic account recommendations based on overall business objectives, marketing objectives and industry/vertical knowledge.
- Google Analytics data interpretation & reporting.
- Multi-channel campaign planning, execution and launch
- Optimizing campaign performance across digital and programmatic platforms.
- Deliverable timeline creation, delegation and QA for vendor and internal projects.
- Developing individual contributor growth based on role-based responsibilites and individual career goals.

CERTIFICATIONS

- Google Ads Search
- Google Ads Display
- Google Ads Video
- Google Analytics
- Facebook Ads

PLATFORMS

- Google Ads
- Google Analytics
- Meta Ads
- HubSpot
- Outbrain
- StackAdapt
- Criteo

WORK EXPERIENCE

Digital Media Senior Specialist

DAC Group — Oct 2022 - August 2024

Client Strategy & Deliverables:

- Provided regular data-driven insights, recommendations and optimizations for international apparel client UNIQLO Canada. This includes daily, weekly, monthly and quarterly reporting on account performance and industry current events.
- Led efforts that resulted in Q4 eCommerce revenue exceeding the target by 15%. Leveraged historical data to recommend optimal monthly budget allocations and campaign timings based on seasonal patterns.
- Exceeded Back to School eCommerce revenue targets by 2x.
- Built, monitored, paced and optimized campaigns across paid media platforms and programmatic vendors. Platforms included Google Ads, Facebook, StackAdapt, Outbrain and Google Analytics.
- Restructured core search account to facilitate ROAS generation and site traffic.
- Acted as a communications touchpoint for clients and vendors.

Managerial Functions:

- Delegated and managed the creation of deliverables from direct reports.
- Outlined mentorship and growth targets for individual contributors, including weekly 1:1s for professional growth.

Digital Media Specialist

Basis Technologies — Sept 2021 - Sept 2022

- Determined client media mix and created original proposals and POVs.
- Defined KPIs for campaign objectives based on business goals.
- Collaborated with search and social teams to build and launch campaigns aligning with client IOs.
- Virtually met with the client to present mid-campaign and wrap-up reporting.

Senior Media Strategy Specialist

Promoted From Digital Associate — Nov 2018 - Sept 2021
GTMA

- Managed paid search and social accounts on platforms including Google Ads, Microsoft Ads, Facebook, Instagram, Yelp, Spotify and programmatic ads (StackAdapt).
- Led optimizations across accounts that resulted in an average of 20% decrease in CPCs YoY.
- Determined the best media mix for clients in housing, lifestyle and entertainment verticals.
- Wrote case studies for the GTMA blog.
- Developed cross-departmental processes for efficient asset & deliverable creation.
- Created monthly performance reports to be delivered to clients and answered PPC and strategy-specific client questions over email and video calls.
- Helped develop strategies for tackling new verticals for the agency and keep the team updated with cutting-edge platform and industry news.

Digital Marketing Manager

Oregon Hot Tub — Oct 2017 - Oct 2018

- Pitched, implemented, managed and analyzed outcomes of digital marketing campaigns
- Tracked lead generation metrics and proposed lead generation tactics & strategies
- Led A/B and multivariate testing that resulted in a 25% increase in revenue attributable to email communications YoY.
- Maintained a running calendar of marketing campaigns, events, & community initiatives
- Created original content that generated brand awareness & interest in Oregon Hot Tub and AllSpa (OHT's spa service partner).
- Worked with outside vendors to orchestrate key campaign deliverables, including landing pages that capture lead information
- Led a social media task force