JACK WESSON NEALY III

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INDUSTRY EXPERIENCE

Program Director
April 2024 - Present

Senior Program Manager
September 2021 - April 2024
Malka Media (MoneyLion)

- Develop and execute creative campaigns that exceeded industry benchmarks and drive double digit growth on average across key metrics such as impressions, CTR, conversion, cost per acquisition, and app store downloads and rankings
- Serve as team leader on cross-organizational campaigns, driving goal setting, strategy, tactics, creative, execution, performance analysis, timeline, budget fidelity, and client and agency management.
- Lead the development of campaign briefs and collaborate with stakeholders and creative teams to produce high impact campaign moments and compelling content that aligns with organizational goals as well as drives brand awareness, virality and increases engagement metrics
- Collect, analyze, and generate reports on campaign performance and effectiveness as well as lead development of launch reports and weekly/monthly business reviews
- Serve as in-house subject matter expert for implementing UTM parameters to provide the analytics team better insights into user journeys
- Stay up-to-date with campaign trends and best practices to continuously improve strategies and tactics across campaign focus areas as well as drive process improvements

Digital Campaign Manager
July 2018 - September 2021
Hogarth Worldwide

- Developed and executed creative campaigns focused on fintech, pharmaceuticals, government agencies, and community engagement that consistently exceeded industry benchmarks and averaged +35% profit margins
- Acted as North American campaign team representing the company to clients, inter-agency partners, publishers, and global production centers and collaborated with internal stakeholders
- Led end-to-end campaign management including strategy, brief development, tactical approach, creative development, logistical execution, localization and performance analysis
- Managed daily operations, including timelines, budgeting, scoping, progress reports and quoting new projects.
- Provided campaign governance, supporting account and project management teams to ensure campaign alignment, efficiency and success
- Utilized data and analytics to improve campaign performance and report on KPIs
- Developed new business opportunities by connecting prospective partners with Hogarth's digital production services
- Leveraged Hogarth's digital production suite to enhance client offerings and expand partnership opportunities

Senior Technical Producer
February 2015 - June 2018
Townsquare Media

- Served as campaign production lead for all custom advertising executions on TSM's network of digital platforms and radio stations
- Collaborated with business development and presale teams to drive strategic revenue initiatives including the development of new ad products as well as bespoke refinements of existing ones.
- Oversaw creative project management including branding, launch, creative development and tactical execution of TSM's 300+ local radio sites via WordPress platform.
- Developed and maintained internal and external specification documents for TSM's ad products to ensure brand and campaign brief alignment
- Utilized data and analytics to improve campaign performance exceeding organizational goals in reach, impressions and engagement rates, reported on key metrics in weekly business reviews and drove operational efficiency

Digital Media Manager
April 2011 - February 2015
Defy Media/Alloy Digital

Interactive Designer
January 2007 - April 2011
Alloy Media + Marketing

Freelance Graphic Designer
August 2006 - December 2006
Palisades Media

NBC.com

NBC Agency

PROFICIENCIES

Certifications
Doubleclick Studio HTML5

Tracking Metrics Platform
Google Analytics

Productivity and Creative Applications
Adobe Creative Suite, Microsoft Office 365, Figma

Coding Languages
HTML, CSS, Javascript

AWARDS & MISCELLANY

Beanie Award (Sizmek/Amazon) - Outstanding Metrics, Pentel Smoothest Line Contest, Q4 2008
OOMA Magazine - Pentel Smoothest Line Contest, 2009