

Julia Tatom

juliatatom@gmail.com | 480-332-2727 | juliatatom.com | New York, New York

PROFESSIONAL EXPERIENCE

Neo Media World, Mindshare, GroupM | Discover Card Account

New York, New York

Programmatic Manager

Oct. 2022 – Present

- Migrated entire client account from incumbent agency to Mindshare-owned DSPs without error, negotiating 8 PMPs and launching over 40 audiences across three separate platforms in 10 days
- Initiated full campaign restructure across two business units and successfully presented annual tactical to client team, aligning on consolidated DSP/channel strategy and purposeful audience retargeting initiatives

Kepler Group | American Express Account

New York, New York

Programmatic and Paid Social Senior Analyst

Oct. 2021 – Oct. 2022

- Successfully onboarded a new client account, setting up media across three new digital media platforms, forecasting annual spend and performance metrics, and presenting initial performance readouts during weekly status meetings
- Managed the onboarding of three new analysts across three different accounts, leading virtual learning sessions, campaign build trainings, and media optimization/pacing trainings

Programmatic and Paid Social Analyst

Nov. 2020 – Oct. 2021

- Strategically employed daily pacing and budget optimizations across four media platforms, successfully increasing the number of monthly conversions for American Express by 340% and improving efficiency by 75% over the course of 10 months
- Demonstrated client management skills by confidently leading weekly performance report meetings and by using Datorama and Excel to build comprehensive dashboards which the clients even requested to show to their internal leadership team

The New York Times

Tempe, Arizona

Campus Marketing Intern (May 2020 – Sept. 2020) | Brand Ambassador (Oct. 2019 – May 2020)

Oct. 2019 – Sept. 2020

- Utilized social media and email marketing to conduct outreach, resulting in 6,000+ new subscribers and exceeding goal by 28%
- Managed the NYTimes brand by promoting the subscription service, presenting in classrooms, and activating student accounts

ASU First-Year Success Center

Tempe, Arizona

First-Year Success Coach

Aug. 2019 – May 2020

- Served as a mentor to over 170 freshman students, connecting them to various ASU resources and involvement opportunities
- Awarded “Cheerleader of the Year” for exceptional ability to inspire, motivate, and encourage students to achieve success

Group Gordon, Public Relations and Strategic Communications

New York, New York

Marketing and Business Development Intern

June 2019 – Aug. 2019

- Managed and planned daily social media activity, conducted media audits, and contributed to 10+ written research proposals
- Developed a strategic communications plan for a client’s upcoming event and successfully presented and defended it to the firm

Greater Phoenix Economic Council

Phoenix, Arizona

Marketing and Communications Intern

July 2018 – Dec. 2018

- Conducted market research used to develop geofencing, event coordination, and mass messaging/automation strategies
- Created content for marketing materials, blogs, presentation decks, and newsletters distributed to over 1,000 subscribers

TECHNICAL SKILLS

DV360, Yahoo/Verizon Media DSP, The Trade Desk, Amazon Advertising DSP, Prisma, Facebook Ads Manager, LinkedIn Advertising, Pinterest Advertising, Datorama, advanced Excel, Google Display Ads Certified, Meltwater, Qualtrics, Microsoft BI, CITI certified, Tableau, basic Python, digital photography

EDUCATION

W. P. Carey School of Business | Barrett, The Honors College | Arizona State University, Tempe AZ

May 2020

Bachelor of Science: Honors Economics and Digital Marketing | Certificate: Applied Business Data Analytics

Magna Cum Laude

Undergraduate Honors Thesis: History of Advertising in Arizona and the Impact on Economic Development