

MICHAEL EASTMAN

ENTERPRISE ADVERTISING LEADER



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SKILLS

Online Advertising
Integrated Marketing
Social Media Marketing
Search Engine Optimization
Data Driven Marketing
Data Analytics
Data Interpretation
Optimizing ROI, CPL, CPA
Google Analytics
Google Ad Manager
Change Management
Cross Functional Team Leadership
Creative Problem Solving
Strategic Planning
Design Thinking
Client Relationship Management
Performance Management
Aderize, ClipCentric
Development & Retention
Project Management
Business Analysis
Basecamp
Salesforce
Tableau, Jira
WordPress, Sitecore

EDUCATION

Bachelor of Arts, Communications
California State University Fullerton

PROFESSIONAL SUMMARY

22+ years of experience in Sales and Marketing Leadership with a proven track record of consistent revenue growth, team mentorship and relationship management.

EXPERIENCE

Director of Ad Operations Mirror Digital (2021-Present)

- Lead team of digital ad operations professionals, overseeing the successful execution of campaigns targeting multicultural audiences across OTT/CTV and digital platforms.
- Optimized ad delivery and performance by managing inventory forecasting, audience segmentation, and first/third party data strategies to meet client goals/benchmarks.
- Implemented site-served custom Rich Media placements using tools like Aderize and ClipCentric, ensuring seamless execution of high-impact ad units.
- Ensured compliance and campaign effectiveness by maintaining expertise in industry standards, including limitations of VPAID creatives in OTT/CTV environments.
- Collaborated with advertisers and internal teams to drive innovative solutions for multicultural audience reach, contributing to measurable ROI improvements.

Director of Advertising Operations Consumertrack (2018-2019)

- Designed, implemented and facilitated comprehensive annual marketing and communications plans while updating and responding proactively to changes accordingly
- Analyzed targeted markets to identify and recommend the best branding and marketing practices
- Built brand awareness and identified new market segments that will benefit from company products
- Curated and prepared effective advertising campaigns based on market research and maintained knowledge of emerging products and services

Senior Director of Advertising Operations Lifescript (2010-2017)

- Supervised team of campaign managers and analysts tasked with marketing, optimizing, peer-reviewing, troubleshooting and reporting of high-profile pharmaceutical, direct response advertisers and programmatic solutions
- Developed and implemented new campaign rollout process, connecting various internal stakeholders with agency teams that resulted in near zero error rate, with vastly improved campaign metrics
- Project managed header bidder implementation, as well as in-content video project for multiple video providers; managed multiple ad server migration projects on several different web properties

Director of Advertising Operations LifeUniverse (2008-2009)

- Supervised and directed sales and traffic teams with ad placement, compliance, reporting, and networking for **60+** advertisers, agencies, and ad networks, monthly utilizing DART/DFP, Ad Manager, AdDynamix and various ad server solutions
- Spearheaded the Advertising team and benchmarked ad availability forecasting, trafficking, campaign implementation, and creative placement optimization for **30** website properties in **100+** countries

Sr. Manager Media Operations EarthLink, Inc. (2000-2008)

- Executed brand and website redevelopment, digital advertising campaign management, copywriting, and contract negotiations with external vendors
- Managed all facets of diverse accounts resulting in **180%** growth within the course of three months
- Consistently increased subscriptions from **10% to 73% YoY**
- Executed Vendor and Customer Relations as well as contract negotiations