

JOHN A. BRACKETT Jr.

Digital Media Advertising Specialist

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SUMMARY OF QUALIFICATIONS

Over 6-years experience in the role of senior level Product Development/Project Management for large-scale (\$50-\$250m/year) digital media advertising organizations.

Digital Media Specialist with extensive experience in Product Development through go-to-market strategy for Online Display (Premium/RTB), Social Media and Mobile, and Video advertising technologies and solutions.

Managed technology, business, and creative teams to drive clients requirements, meet internal objectives, technical constraints, and budgets.

Highly skilled in managing complex projects using Agile Project Management methodology including iterative development cycles, sprint based scheduling, and organizing cross-functional teams with Scrum based communications.

Proven success leveraging my unique skill of being both technology savvy, business driven and creatively inclined. Proven ability to communicate effectively with engineers, business owners, and creative designers to ensure product execution exceeds expectation on a consistent basis.

DIGITAL MEDIA PLATFORM QUALIFICATIONS

Online Display: Extensive experience in both proprietary and industry-leading Online display ad-serving platforms for Premium and RTB based ad-serving including, Dart (DFA), Atlas, Lucid Media, Pointroll, & MediaMind.

Mobile Media: In-depth working knowledge of the primary Mobile ad-serving platforms, Ad Marvel, MobClix, Mocean Mobile, Tapjoy, Jumtap. Skilled at developing rich media mobile campaigns that are cross device compatible, and incorporate advanced engagement features such as hyper-location mapping, video presentations, image presentations, and lead generation forms, including impression/click and conversion based analytics.

Social Media: Experience in developing and managing virtual currency based incentivized advertng platform technology, facebook "likes" and facebook ad campaigns.

Digital Video: In-depth experience with the creation and delivery of both broadcast and online video advertising. Online includes pre-roll video campaigns, video banner campaigns, and video content monetization. Adapt at using the primary video ad-serving platforms such as Brightroll and Adapt.tv.

Reporting & CRM: In-depth knowledge of Salesforce CRM, Micro-Strategy Business Intelligence, and other tools to track and report business-critical campaign opportunity pipeline details, and campaign execution results.

General Software: HTML/CSS with working knowledge of HTML5 and Javascript. Expert with Adobe Creative Suite, & Microsoft Office.

WORK EXPERIENCE

April 2009 – Present
El Segundo, CA.

Sr. Product Development Manager: Epic Media Group
Global Digital Marketing Solutions Company

Epic Media Group is a Comscore top 5 ranked digital marketing solutions company with offices in the US, Canada & Europe supporting over 250 employees.

Senior Product Manager for Online Display, Social Media & Mobile Divisions

Strategized the process to focus Online Display, Social Media & Mobile product lines into cohesive sales packages for Account Executives to execute with both advertising agencies and direct advertiser clients.

Coordinated strategic planning and administered engineering resources for Mobile Advertising division, helping bring it from internal startup to over \$350k/month in Revenue within 9 months.

Coordinated internal systems development and outside vendor relationships with mobile media partners and vendors ranging from ad network partners to ad serving technologies and mobile app developers.

Worked closely with internal creative division to design compelling (high engagement) rich media ad units. Defined the sales strategy with mobile team to train Account Managers to sell our mobile product line offerings.

Developed internal Virtual Currency and Offer Management system for Social Media division, helping bring it from internal startup to over \$1m/month in Revenue within 1 year.

Restructured internal Account Management procedures using Salesforce & Micro-strategy. Dramatically increased campaign execution, budget allocation, and Accounts Receivable processes by 60%.

Streamlined the process of client creative requests from the sales process through comp-builds to final delivery to ad-network deployment. Refined the concept-to-delivery process by over 50%, while ensuring client requirements met expectations.

June 2006 - March 2009
El Segundo, CA.

Web Producer: WebYES! LLC
Internet Advertising & Direct Marketing Agency.

WebYES! (Now called Centerfield Media) is an internet direct marketing agency specializing in the area of specialty finance lead generation through email, SEM, and SEO marketing strategies.

Helped grow business from start-up to \$45/m year within first two years.

Collaborated with senior management and sales teams on project development, system architecture, and design functionality.

Spearheaded design through deployment of new development projects from conception to completion.

Lead development of requirements, data models, and all documentation throughout project lifecycles. Utilized Agile development method with daily Scrum meetings to ensure project progress and solve any issues.

Initiated 3-month project to consolidate client micro-site development & deployment strategy into self-contained verticals. Increased new site design to deployment time by over 55%.

Proposed and built search optimization strategy that included in-house development as well as 3rd party services that resulted in top rankings for select lead generation sites.

Managed and built internal niche vertical sites including design, database development, CMS systems, and management of 3rd party content providers.

Coordinated technical and creative assets to build geo-localization system into Micro-sites, increasing user response to offers by over 65%.

Nov. 2004- Present
Hermosa Beach, CA.

Owner/Brackett Design & Strategic Marketing
Web Site Design/Development & SEO Marketing Strategies

Creative & marketing consultant responsible for establishing and maintaining creative connection with clients, managing development teams, vendors, and project assets from concept to completion.

Initiated business development tactics to acquire clients utilizing proposals, creative briefs, budgets, and personal interaction.

Worked with clients to develop site design and functional objectives. Proposed software, hosting, and database solutions to clients based on their primary objectives.

Identified project risks. Designed and implemented project status reports and communications.

Provided Photographic and Graphic Design services for web and print.

Designed and developed e-commerce, corporate identity and promotional direct marketing websites utilizing the WordPress CMS platform, XHTML, CSS, and full site design.

Aug. 2000 – Sept. 2004
Los Angeles, CA.

Director of Marketing, Signature Card Services
B2B Merchant Services

Signature Card Services is a leading merchant services firm, specializing in payment processing solutions for online merchants. Company processes over \$500/m per year in client transactions.

Executive level decision maker responsible for developing and managing marketing programs to recruit independent sales agents and acquire merchant clients.

Proposed and Implemented direct marketing programs for sales agent recruitment that increased sales agent base 125% annually.

Managed sales agent network of over 300 independent agents.

Designed web-based and print merchant acquisition materials.

Defined calendar objectives & strategic vision with the CEO and CFO.

Developed web properties. Negotiated and placed print media buys.

1995- Sept. 2000
Los Angeles, CA.

Co-Owner, Phoenix Interactive Inc.
Web Design & Development Services

Phoenix Interactive provided web development, creative services and direct marketing for entertainment industry business. Helped build business revenues to \$250,000/year by year three.

Provided web development, creative services and direct marketing for entertainment industry businesses.

Initiated business development projects with Los Angeles based entertainment companies, and small businesses for web development services.

Responsible for development and management of budgets, determining project scope, liaising between clients and staff throughout project lifecycle, and ensuring objectives were met.

Spearheaded projects and partnerships with our primary vertical, crewnet.com including relationships with industry publications LA411 and Variety.

EDUCATION

BA Cinematography

1989 – 1991
Columbia College - Hollywood

Bachelor in Communications
Minor in Creative Writing

1984 - 1987
University of North Carolina - Asheville

REFERENCES

Available upon request or on LinkedIn.com (<http://www.linkedin.com/in/johnbrackettjr>)