

DERI CLELAND

SR DIGITAL MEDIA
STRATEGIST

CONTACT



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Boca Raton, FL 33434

CAREER OBJECTIVE

Results-oriented professional with 5+ years of Digital Marketing and a proven knowledge of campaign management, client relationship management and competitive analysis. Dedicated worker experienced in problem-solving, time management and planning. Ready to make an immediate contribution to your organization.

EXPERIENCE

July 2022 - Present

Sr Digital Media Strategist

BROWN PARKER & DEMARINIS ADVERTISING

- Create, plan, organize and implement digital media processes and best practices within the agency.
- Manage campaign performance expectations across all digital media including Google Ads, Microsoft Ads, and Programmatic Display.
- Own and manage campaign delivery roadmap of optimization, ensuring campaigns are driving results, ROI and cross-channel alignment.
- Maintain positive relationships with direct media partners while staying up to date on vendor capabilities, costs, media kits, and creative options and technology.
- Monitor media campaigns via third-party ad serving software, having daily, weekly and/or monthly campaign performance meetings internally and reporting results to client.
- Utilize digital resource tools and other available resources during campaign plan development.
- Execute plans and report on campaign performance and effectiveness ensuring accurate reporting.
- Develop and maintain campaign documents, including budgets, creative specs, plan outlines, and best practices.
- Monitor campaign deliverables, timelines, budgets and results to ensure the client goals are met.
- Prepare and lead client calls to discuss campaign performance, interpretation of data, and actionable plans based on findings.
- Research new media trends that are most effective at target audiences.
- Provide high level of account service to clients with effective communication, timely responses to requests, and proactive solution of potential issues.

March 2021 - July 2022

Digital Marketing Specialist

BROWN PARKER & DEMARINIS ADVERTISING, US

- Analyze performance and provided monthly and quarterly insights and key takeaways for individual campaigns
- Built, launched, and optimized Paid Search campaigns using Adwords, Microsoft Ads, Google Analytics, and Adwords Editor
- Set up conversion tracking for search campaigns using Google Tag Manager, and Call Rail Phone Tracking
- Worked with individual clients to develop ongoing campaign strategy and provided tactical recommendations
- Led client calls on Paid Search strategy, reporting, and updates on campaign KPIs

- Provided monthly feed back on internal meetings to help create holistic strategy for each individual account
- Provided SEM guidance to Account Services and Project Management Teams
- Worked alongside Programmatic Display teams to manage internal communications, performance and reporting.

March 2020 - March 2021

Sr. Digital Media Planner

ZIMMERMAN ADVERTISING, US

- Work alongside offline Integrated media planning and buying teams to provide digital insight for objectives and strategies applied to overall client media plan
- Research, plan, execute and manage performance reporting and analysis/optimization efforts for digital media campaigns that may include most or all of the following: Digital Display (both rich and standard executions), Online Radio, Video, Mobile Display
- Work alongside paid search and SEO teams to manage internal communications, performance reporting and budget allocation for assigned accounts
- Oversee and train assistant level employees for the support-level work they perform and also help guide their overall growth and development
- Presented recommendations, POVs and select analyses to clients and Account Service personnel as well as performance reporting delivered and presented to client on regular basis, often weekly
- For all assigned accounts, manage client media billing approval and invoice reconciliations;
- Issue IATB documents for client approval and insertion orders

May 2018 - March 2020

Paid Search And Social Media Specialist

TAMBOURINE MARKETING, US

- Manage and optimize monthly PPC/SEM/Social Media spend using Adwords, Facebook Ads
- Create new accounts and setup new PPC Social Media campaigns on bidding platforms
- Create compelling ad copy, utilize AdWords editor
- Conduct daily checks on account/campaign KPIs, management of budget and pacing
- Work closely with other teams to develop strategy and tactical recommendations for holistic media plans
- Track and analyze performance data and provide key takeaways for monthly/quarterly Google
- Utilized Data Studio, Adara, DerbySoft and Expedia Reporting
- Receive training in job related development on new product, best practices, industry studies and pass certification tests.

September 2017 - January 2018

Jr. PPC Specialist

LAMARK, US

- Perform keyword research for current and new campaigns
- Create accounts in Google, Yahoo, Bing, MSN and other search platforms
- Create multiple text ads based on keyword research
- Maintain client relationships with advertisers, agencies and search platforms
- Familiar with Google AdWords, Yahoo Search Marketing, and MSN AdCenter

September 2016 - September 2017

Sr SEM Coordinator

CENDYN, US

- Identify client and campaign goals into actionable SEM strategic tactics
- Execute search engine campaign management across Google AdWords, DoubleClick, & Bing
- Assist in managing client relationships and ongoing communications
- Create and present weekly and monthly in-depth campaign reporting and analysis
- Research and implement keyword mapping, meta, title tags, h1, and customized content to leverage campaign goals
- Develop and optimize campaign ad copy based on market trends

EDUCATION

January 2016

WYNCODE ACADEMY

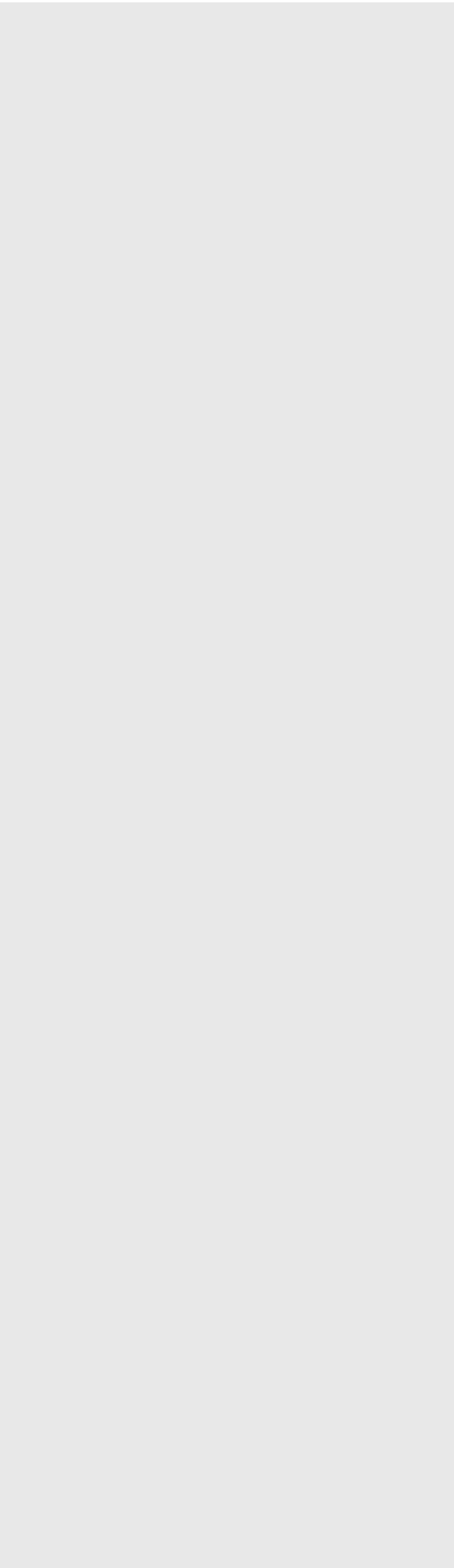
January 1999

Bachelors Degree In Business Administration

UNIVERSITY OF FLORIDA, Gainesville, FL

SKILLS

- Digital Media Strategy
- Marketing Analytics
- Search Engine Optimization Practices
- Campaign Implementation
- Customer Presentations
- Campaign Launch and LifeCycle Management
- Analytics Tools Setup
- Search Engine Marketing
- Cross-Functional Team Collaboration
- Keyword Research

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- Google Analytics
 - Call Rail tracking
 - Search Tracking and Reporting
 - Bing Ads
 - Campaign Tracking