

**JAMES L. WASHKAU JR.**

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## **DIGITAL MARKETING & ADVERTISING MEASUREMENT LEADER**

Innovative and data-driven marketing strategist with a keen ability to analyze, measure, and optimize advertising performance. Expertise in vendor development, campaign strategy, and leveraging data to drive decision-making. Adept at integrating first-party data, primary research, and third-party insights into compelling narratives that deliver measurable impact. Proven success in ad tech, digital campaign execution, and maximizing return on investment.

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## **PROFESSIONAL EXPERIENCE**

### **DIGITAL MARKETING MANAGER | SISU AESTHETIC CLINIC**

*Houston, TX | 01/2023 - 01/2024*

- Led the development and execution of paid advertising strategies across the U.S., Ireland, and U.K., driving significant brand awareness and customer acquisition.
- Managed vendor relationships, negotiating contracts, and ensuring budget efficiency while maximizing return on ad spend.
- Designed and implemented performance metrics using reach, resonance, and reaction KPIs to optimize advertising impact and campaign success.

### **AD OPERATIONS MANAGER | SRAX (NASDAQ: SRAX)**

*Remote | 09/2021 - 07/2022*

- Directed a team of five in executing high-budget digital media campaigns, managing over \$5M in annual advertising spend.
- Developed and introduced advanced measurement frameworks using Google BigQuery and Tableau, enhancing performance analysis and reporting accuracy.
- Built and maintained strong relationships with third-party measurement vendors, ensuring effective campaign tracking and optimization.

### **CAMPAIGN MANAGER / STRATEGIC ACCOUNT MANAGER | SRAX (NASDAQ: SRAX)**

*Remote | 05/2021 - 09/2021*

- Led advertising operations, executing and optimizing digital campaigns to improve performance and drive higher conversion rates.
- Conducted detailed analysis of advertising KPIs, ensuring alignment with industry standards in brand awareness, conversion tracking, and audience reach.
- Provided strategic recommendations based on in-depth campaign performance assessments, improving efficiency and client satisfaction.

## **SOCIAL MEDIA MARKETING MANAGER | VISIT PHILADELPHIA**

*Philadelphia, PA | 07/2015 - 07/2020*

- Managed a \$1M+ annual social media advertising budget, launching high-impact campaigns tailored to diverse target audiences.
- Utilized advanced measurement techniques to assess and enhance brand engagement, audience interaction, and conversion metrics.
- Collaborated with agencies and research vendors to conduct performance studies, refining marketing strategies with data-driven insights.

## **DIGITAL MARKETING MANAGER | THE MANN CENTER FOR THE PERFORMING ARTS**

*Philadelphia, PA | 01/2014 - 07/2015*

- Spearheaded digital marketing initiatives, successfully driving ticket sales and increasing donor engagement through targeted advertising efforts.
- Led the website redesign project, enhancing user experience and digital accessibility to better connect with audiences.

## **GOVERNMENT ADMIN & SALES ASSISTANT | SWETS INFORMATION SERVICES**

*Runnemede, NJ | 09/2012 - 11/2014*

- Managed GSA operations, selling publications and software to The Library of Congress and Veterans Administration Hospitals nationwide.
- Handled RFQs, RFPs, pricing negotiations with publishers, order issue resolution, and advised the Library of Congress on streamlining ordering processes; frequently traveled to Washington, D.C. for client meetings and trade shows.
- Supported marketing efforts, including graphic design, email and content creation, website design, and trade show materials.

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## **CORE COMPETENCIES**

- Advertising Measurement & Performance Analysis
- Vendor Management & Partnership Development

- Digital Media Strategy & Optimization
  - Data Storytelling & Marketing Research
  - Campaign Execution & ROI Tracking
  - Statistical Analysis & Experimentation
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## **TECHNICAL PROFICIENCY**

- **Ad Measurement Tools:** Google Analytics, Looker, Tableau, Nielsen, MOAT, DoubleVerify
  - **Advertising Platforms:** Google Ads, Meta Ads, Reddit Ads, TikTok Ads, LinkedIn Ads
  - **Data Analysis:** SQL, Python, BigQuery
  - **Project Management & CRM:** Salesforce, Monday.com, Slack, Jira
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## **EDUCATION**

### **TEMPLE UNIVERSITY, FOX SCHOOL OF BUSINESS**

Master of Business Administration – Marketing