

James Louis Washkau Jr.
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A performance-driven Digital Marketer & Ad Ops Manager with a passion for innovation, problem solving, and emerging marketing strategies. Has 10+ years experience managing Facebook Ad Campaigns with a comprehensive knowledge of all things paid content, technical implementation, team management, and marketing strategy.

Core Competencies

HTML5, CSS, Facebook Ads Manager, LinkedIn Ads Manager, Reddit, Twitter & Tweetdeck, TikTok, Pinterest, Snapchat, Verizon DSP, Xandr, Adelphic, Teads.tv, Adobe CC Creative Suite (Photoshop, InDesign, Illustrator, After Effects), Google (Analytics, Cloud, BigQuery, AdWords, AdSense, BigQuery, Compute, Webmaster Tools, Nonprofit Toolkit, Tag Manager, Data Studio), CMS (Drupal, Wordpress, Bootstrap, node.js, Monday, Slack), SEO, SQL, Javascript, Salesforce, Docker, CentOS, Debian, Ubuntu, Amazon AWS & EC2, BannerNow, Sprinklr, TalkWalker, Sprout Social, Hootsuite, Synthesio, GitHub, IBM Watson, NetSec.

PROFESSIONAL EXPERIENCE

Ad Operations Manager

SRAX (Nasdaq: SRAX)

September 2021 – July 2022

Specializes in proprietary SaaS, media, and event-based solutions aimed at publicly held businesses.

Lead a team of media traffickers to set up client social, display, and native campaigns primarily in Facebook Ads Manager and Twitter Ads. Supervised their output, trained, and troubleshooted problems and issues that may have arisen within the team.

Digital Campaign Management

- Analyzed performance-related data from both programmatic and social media campaigns with A/B testing to provide recommendations to both the Trafficking and Marketing teams
- Implemented optimizations and strategies using a variety of available channels to enhance performance and drive clients' satisfaction
- Tweaked campaigns on-demand when needed, following clients requests
- Collaborated with Media Planners to deliver a Media Plan maximizing customer's budget and balancing the expectations and the potential results

Cultivating Client Relationships

- Clients' first point of contact for all aspects of their Media Campaigns
- Conducted regular performance checks to identify areas for improvement and recommends campaign's enhancements to the Ad Operations/Marketing teams

*References available upon request
Willing to relocate*

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- Conducted daily/weekly/biweekly & strategic reviews of the campaigns, explaining the results and managing customers' expectations
- Knowledge of all aspects of industry and clients' business to generate meaningful insights and recommendations

Stakeholder Management

- Partners with various internal and external campaign stakeholders to ensure successful and timely execution of digital campaigns
- Interfaces with internal ad operations teams to resolve issues and provide feedback on how to improve customer experience

Campaign Manager / Strategic Account Manager

SRAX (Nasdaq: SRAX)

May 2021 – Sept 2021 (Remote)

Manages paid social, PPC, programmatic, and all other digital advertising platforms with total billings in excess of 5MM+. Partners with company clients, educating them on the media campaigns' capabilities, setting audiences and optimizing results, ensuring their satisfaction. Analyzes marketing campaigns' performance, implements optimizations using DSP and social media platforms, and communicates the campaigns' results back to the customers during recurring meetings.

Social Media Marketing Manager

Visit Philadelphia

July 2016 – June 2020

Building image, driving visitation, boosting the economy...

Responsible for managing Visit Philadelphia's social media paid distribution strategy and implementation. Curated, managed, monitored, and optimized the ads across all paid social channels with an emphasis on Facebook Ads. Was responsible for balancing inter-departmental priorities to implement coordinated paid social media campaigns for multiple programs across Visit Philadelphia's ten social media platforms.

Paid Social Content Distribution

- Analyzed trends and innovations in paid social media models and social networks
- Performed daily management of paid social media campaigns which include: campaign launches through Facebook Ads Manager, budget management, bid management, analytic tracking and reporting, and optimizations with a total annual budget of over 1MM
- Comprehensive knowledge of paid social tactics, bidding & optimization models, 3rd-party tracking, audience targeting, and ad formats
- Curated content from various content producers which were distributed across Visit Philadelphia's social media properties to drive traffic back to the sites and/or generate engagement
- Targeted appropriate audiences using social media advertising tools and worked with the Advertising team to procure all required campaign assets

Measurement

- Compiled monthly measurement reports using various analytics sources; adjust strategy based on findings
- Compiled wrap up reports for each project and distributed to social media producers and partners

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Willing to relocate*

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Project Management

- Managed all aspects of assigned projects: planning briefs, contracts, vendor communications, billing/invoices, measurement/tracking, etc
- Regularly communicated project success to C Suite, Social Media Director, and various stakeholders

Community Management and Outreach Support

- Interacted with social media fans and followers in the voice of Visit Philadelphia by answering questions and responding to feedback
- Attended and manage on-site social media activations at events.
- Drafted in-kind social media sponsorship tactics
- Supported Visit Philadelphia and partner events via social media posts.

Content Creation

- Captured onsite content for creation & editing across Visit Philadelphia's ten social media platforms
- Worked & supported partners to share KPIs and conversions

Digital Marketing Manager

The Mann Center for the Performing Arts

January 2015 – July 2016

The region's premier outdoor summer performing arts venue.

Responsible for the management, coordination, and execution of the Mann's digital marketing strategy, content, and analytics—encompassing but not limited to: social media, manncenter.org, e-mail marketing, online advertising, and ticketing processes.

- Managed, updated, and created content and platform upgrades on MannCenter.org, Mann Center mobile app, and social media networks, particularly event-related and facility information. Developed new pages on the Mann's website, modified existing templates to fulfill department needs and obtained or generated all appropriate artwork, written copy, and approvals while maintaining quality assurance.
- Designed, drafted, and sent concert announcement and fundraising emails on behalf of the Mann Center while collaborating with departmental managers and stakeholders from Marketing, Programming, Development, Education, Operations and other departments.
- Monitored the Mann's digital channels for patron comments related to Customer Experience, Facilities, Programming, etc., and liaise with the appropriate departments to determine the best responses or actions.
- Encouraged online audience engagement and promotions. Innovated on new institutional engagement tactics, both traditional and digital. Developed and oversaw digital promotions related to performances.
- Identified and advised new emerging technology trends. Made recommendations on new features and applications relevant to the Mann's long-term goals and marketing strategies. Grew both digital and social channels.
- Produced regular reporting on digital marketing performance, highlighting relevant trends including open/click-through rates, web traffic, and conversions/revenue generated.
- Supervised Digital Marketing Interns
- Assisted on-site at performances with digital updates and assisted relationships with vendors
- Managed data for digital assets such as event photographs, logos, and marketing artwork.
- Designed and managed digital signage and digital collateral required for performances and departmental needs in Adobe InDesign, Photoshop, and Illustrator.

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Willing to relocate*

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Marketing Assistant

SWETS INFORMATION SERVICES, INC.

September 2012 – November 2014

An \$800 million world-leading provider of technical and scientific information products and services.

Government Administrator / Sales Assistant

- Handles all North American Government subscription bids: Scouts for RFP and RFQ bid opportunities and ensures accurate and timely submission by working with the customer service team and management.
- Designed, drafted, and sent concert promotional and lead nurturing emails on behalf of the sales representatives
- Grew Swets' GSA (General Services Administration) sales by 60%:
Increased awareness of participation to Government demographics through targeted marketing campaigns
- Implemented Salesforce.com Contracts Policy:
Created a company standard to maintain account contracts in corporate Customer Relationship Management (CRM) application
- Reduced Lead Follow-Up Response Time to 48 Hours: Developed system to distribute leads from marketing promotions to sales team and ensure appropriate follow-up actions were conducted.
- Assisted in development of Quality Improvement Process: Provided feedback and input to develop Swets' first Quality Improvement Process to gather competitive intelligence and feedback on high-value RFP and RFQ responses.
- Assisted in the market launch of five new products: Developed initial marketing collateral including product description, event graphics, e-mail blasts, fact sheets, and landing pages.
- Designed Swets' first product Microsite: Designed the layout and coding of Swets' first product-oriented Microsite for entrance into the medical market.
- Supervised regional content on corporate website
- Performed presentations, webinars, and social media development

FREELANCE CLIENTS & CAMPAIGNS

Skai Blue Media Inc.

Serena Williams

Karma's World [Netflix]

Vote Run Lead

Perfectly You

Hello Alice: Your Small Business Path Made Simple

Education

EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2012
Major: Marketing

References available upon request.
Willing to relocate