



Lauren Gillett

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SUMMARY

Digital media professional with years of experience in publishing / advertising sales and operations. Specialties include: digital marketing strategy, programmatic display and video advertising, campaign optimization, audience measurement, data analysis, content management, social media, client services.

EDUCATION

Ryerson University

Certificate: Magazine and Web Publishing — 2011

Course: Digital Skills and Innovation for the Global Economy (EID 100)

University of Toronto

BA, English Specialist — 2006

SKILLS

- Advanced knowledge of Microsoft Office
- Nielsen Digital Ad Ratings, comScore vCE
- Omniture, Google Analytics
- Google AdSense, AdWords, DoubleClick
- DoubleVerify, Integral Ad Science
- Adobe Creative Suite
- WordPress, Drupal
- Basic HTML/CSS

EXPERIENCE

Senior Optimization Strategist, Finance Vertical, Yahoo!

Toronto, Ontario — July 2015 - Present

- Manage and optimize Yahoo Audience Ads and Video campaigns, helping advertisers meet and exceed performance goals
- Identify, prioritize and provide necessary service and advice for improvement of assigned accounts through best practice implementation, account analysis and category expertise
- Work closely with sales counterparts and advertisers at all levels of their organization, helping to determine opportunities and promote behaviour that grows spend and ensures long-term client success

Campaign Manager, BrightRoll (Acquired by Yahoo!)

Toronto, Ontario — March 2014 - Present

- Provide consultative internal sales support on incoming proposals and BrightRoll's capabilities along with performing feasibility analysis
- Gather creative assets followed by planning and trafficking in advance of campaign launch
- Optimize towards campaign performance goals, balance profit margin
- Generate reports, monitor delivery and investigate campaign issues
- Provide technical support to internal sales teams and external clients through written and verbal communication across such topics as ad tags, behavioural cooking targeting, conversion tracking and pre-roll video specs

**Digital Sales Coordinator, Astral Radio
(Acquired by Bell Media)**

Toronto, Ontario — October 2011 - February 2014

Partnered with sales and content teams to create and execute customized, performance-driven integrated media campaigns for more than 100 radio stations including Virgin Radio 99.9 and CHUM FM

- Developed digital training materials, sales packages and proposals
- Led weekly web-based conference calls with digital/radio sales teams across Canada
- Participated in regular cross-organizational strategy meetings
- Tracked and analyzed digital sales in weekly reports
- Spot-checked web/mobile campaigns to ensure high service levels and value to advertisers
- Post-campaign analysis, gathered and distributed digital success stories
- Acted as Interim Digital Account Manager: Calgary (4 months), Hamilton/St. Catharines (6 months)
- Represented Director of Digital Sales when out of the office

Media & Production Coordinator, Canadian Geographic Enterprises

Toronto, Ontario — July 2009 - July 2011

- Trafficked all print/web advertising for *Canadian Geographic*, *Canadian Geographic Travel* and canadiangeographic.ca
- Created rate cards/promotional materials for sales department
- Designed/edited "Tell Me More" advertiser page in every issue
- Developed content, sourced photos and coordinated advertising for monthly Travel E-newsletter
- Coordinated sales-driven contests and sponsorships
- Edited weekly "Out There" blogs and managed CG Travel Facebook

Advertising Coordinator, TC Media

Canadian Home Workshop, Outdoor Canada, Canadian Gardening, Canadian Home & Country, Style at Home

Toronto, Ontario — March 2007 - July 2009

- Input orders and revenue data into sales database
- Trafficked all advertising materials in accordance with magazine closing deadlines
- Liaised with production and editorial teams regarding pagination
- Liaised with accounting department regarding billing of each issue
- Completed sales tracking spreadsheets/reports on ongoing basis
- Prospecting and lead generation
- Assisted with special projects and events
- Acted as Classified Sales Rep for *Outdoor Canada* (Oct 07 - May 08)

Editorial Intern, ELLE Canada

Toronto, Ontario — October 2006 - February 2007

- Fact-checked stories, transcribed interviews
- Researched and wrote short pieces and contributor bios
- Organized content and layout for weekly page in Metro news

Sales Associate/Assistant Manager, rk clothing

Toronto, Ontario — August 2000 - February 2007

- Key holder for 6 boutique locations
- Regularly achieved daily sales quotas
- Assisted with store merchandising
- Handled the shipping/receiving of merchandise, managed inventory
- Performed opening/closing duties and balanced cash
- Trained new employees

BLOG

Founding Publisher & Editor, Theatromania.ca

Toronto, Ontario — May 2010 - Present

- Write, edit and publish content for popular Toronto theatre blog
- Manage Theatromania brand: communications, digital marketing and social media strategy

VOLUNTEER

Creative Committee Member 2006 - 2008

Buy Design for Windfall

**Sales Representative, Fashion Cares (BMO Boutique Ballroom)
2003 - 2006**

Contributor (Arts & Culture) 2002 - 2005

The Varsity – Toronto, Ontario

Music, book, theatre and film reviews for U of T student newspaper

REFERENCES

Available upon request.