

TEDDY CREPINEAU

CAMPAIGN ANALYST

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EXPERIENCE

Viant Inc

Irvine, CA
July 2016 - Present

Campaign Analyst

- Managed all aspects of digital advertising campaigns (pre-launch setup, post-campaign reporting, billing reconciliation) for multiple top accounts (P&G, Capital One, UPS, Hershey's, Anheuser Bush, Dell, Target, Food and Drug Administration)
- Effectively optimize campaigns to exceed key performance metrics, (CTR, VTR, viewability, reach, in-demo %, CPA, CR, etc)
- Analyzed third-party delivery report to monitor campaign discrepancy, pacing, and performance using various ad servers (Innovid, Sizemk, DDM, Nielsen, Conversant), and verification partners (MOAT, DV, IAS)
- Trafficked, managed, and troubleshoot campaigns in DSPs (DBM, Brightroll, The Trade Desk, Adelphic, One by AOL)

Business Expo Center

Anaheim, CA
April 2015 - July 2016

Digital Marketing Coordinator

Marketing & Strategy

- Analyzed customer database to define target customer and develop marketing tactics
- Increased leads for the venue by 18% after restructuring the content strategy
- Developed organic traffic by 16% and social traffic by 27% on Business Expo Center website

Web & Graphic Design

- Created stationeries, banners, booklets, and flyers using Illustrator, InDesign, & Photoshop to promote in-house expos
- Developed CaterCon website using WordPress and Bootstrap 3
- Maintained and updated Business Expo Center website using YourMembership

RBMG Consulting

Toulouse, France
August 2014 - March 2015

Junior Consultant For SMB

Most representative work

- Social network: defined business model, developed the marketing mix and drafted the Business Plan to raise funds from private investors
- 3D printer retailer: analyzed the 3D printing industry and developed a marketing strategy based on the results of the research
- Organic beauty products retailer: Forecast demand and revenues for a specific location

EDUCATION

2010 - 2012

AA in Marketing

Université Montpellier 2
Béziers, France

2012 - 2013

BA in General Management

Université Toulouse 1
Toulouse, France

2013 - 2014

Master's in Strategic Management
& Marketing Innovation

University of The Pacific
Stockton, CA

SKILLS

Illustrator

InDesign

Photoshop

WordPress

HTML5 / CSS3

MySQL

Python

MS Office

