

# Brianna Carlota Casey

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## Summary

Media expert with emphasis on Pharmaceutical industry with 4 years of fast-paced agency experience focusing on multi-channel paid media efforts. Main area of expertise includes: digital campaign planning and executing on Display, Online Video, TV, Social and Paid Search channels. Strong skills in strategic planning and budget management.

## Skills

Media Planning & Buying | Proficient in MediaTools, MediaOcean, Kantar, Google's Campaign Manager, Crossix DIFA, Pathmatics, Competitrak, Commspoint, Media Impact | Project Management | Budget Management | Strategic Thinking | Collaboration

## Experience

### **Publicis Health Media, Chicago, IL**

#### **Media Planner**

Nov 2018-Present

- Promoted to Media Planner within 2<sup>nd</sup> year to help manage paid media campaigns for multinational pharmaceutical company, Bayer; specifically the Women's Healthcare franchise
- Achieved a 54% Return on Investment for Bayer's digital HCP campaign and 126% ROI for Bayer's digital consumer campaign earning an estimated uplift of \$35MM per Bayer's 2019 media mix analysis
- Plan and execute multi-channel media plans for Healthcare Professional and Consumer audiences
- Responsible for day to day communication with vendors and clients
- Manage Associate Media Planner and onboard any new team members
- Lead status meetings, both internally and externally with clients and other agencies
- Conducts and presents monthly reporting for clients while integrating with measurement partner, Crossix; continuously makes optimizations based on performance to maintain health of campaigns

#### **Associate Media Planner**

Oct 2016-Nov 2018

- Maintain budgets on a monthly, quarterly and yearly basis to account for the campaigns' spend with budgets over \$40M
- Research and execute competitive reports utilizing syndicated research tools
- Regularly collaborate with variety of internal teams such as Business Intelligence, Paid Search, Media Technology, Programmatic, Paid Social, TV Buyers and Media Operations
- Existing clients include: Genentech, Medtronic, and pro-bono campaign for National Cytomegalovirus Foundation

## Education

### **Chicago's 4A's Institute of Advanced Advertising Studies**

Mar 2018-June 2018

*Northwestern University, Chicago, IL*

### **Bachelor of Science in Business Administration, Marketing**

Aug 2012-May 2016

*Creighton University, Omaha, NE*

### **Study Abroad Program**

Sept 2014-Dec 2014

*Universidad Pablo de Olavide, Sevilla, Spain*

## Accomplishments

### **Bayer Team Employee of the Quarter**

Q1 2019

- Selected as the first employee of the quarter for internal Bayer team based on performance

### **Emerging Manager**

Present

- Selected to be a part of Emerging Managers Program based on performance