

Philipp A. Ritter

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Experience

Account Director, Paid Social

HYFN

03/2017 - Present

Playa Vista, CA

Solutions-focused agency specializing in social-first advertising strategy, creative, UX design, and content development.

- Drive the overall management, growth, and development of my client's paid social campaigns across all major social platforms.
- Led paid social strategy and day-to-day operations on agency accounts, including Taco Bell, Dairy Queen, Nixon, Contrave, and TrueCar.
- Managed over \$10MM in annual spend across Facebook, Instagram, Snapchat, Twitter, & Pinterest.
- Developed social platform partner-validated media plans that include strategy, tactics, targeting, and creative recommendations aligned with desired campaign outcomes
- Coordinated with AOR & client on key accounts for 2018 fiscal planning, leading to a 175% increase in YOY paid social media budget.
- Supervised and trained coordinator-level team members on the accounts and media execution side.

Account Manager

Unified Social

11/2015 - 02/2017

Playa Vista, CA

A cloud marketing technology company focused on merging social data from various brand teams to provide a end-to-end platform for social insights, real-time social optimizations, and audience development.

- Manage \$25+ MM in yearly advertising spend for a top 10 auto brand for their General Market, Hispanic, African-American, & Asian markets.
- Interface with 6+ teams per campaign to ensure results in campaign execution, analytics, billing & revenue, and insights & recommendations.
- Main point of contact between agency/client and Facebook, Twitter, Pinterest, Snapchat, and LinkedIn partners.
- Responsible for the maintenance and development of client relationships for Entertainment and Automotive brands for National and Multicultural advertising initiatives.
- Implemented a new approach to Instagram direct response campaigns that decreased overall CPA's for In-Market by 20.8-75.5%.
- Led the implementation of Beta products and targeting strategies to create measurable DR campaigns for automotive brands on a regional and national scale.

Digital Account Manager

YuMe

10/2014 - 11/2015

Santa Monica, CA

A data-science driven digital video ad network helping brands and agencies manage their video ad campaigns across 4 screens.

- Work with several Account Executives on the Direct Sales team to brainstorm creative plans and build proposals
- Launch and monitor campaigns for delivery and performance across four screens: desktop, mobile, tablet and connected TV
- Accountable for all pre and post sales functions such as RFP responses, media planning and negotiations, Salesforce updates as well as strategize and manage all digital, mobile, and connected TV campaigns
- Specializing in managing campaigns for: Home-Video, Theatrical, Live Events, and Television clients
- Continue to explore new partnerships with data vendors, brand lift studies, verification vendors, and audience guarantee vendors
- Expertise in managing viewability driven campaigns

Sales & Client Relations Intern

YuMe

06/2014 - 09/2014

Santa Monica, CA

A data-science driven digital video ad network helping brands and agencies manage their video ad campaigns across 4 screens.

- Develop client friendly proposal presentations in conjunction with Account Management and Sales
- Provide relevant research to internal team members
- Work with internal team to analyze campaign reporting and provide recommendations
- Work with internal team to ensure Salesforce is up to date
- Provide Screenshots of live campaigns to Account Management/Sales
- Assist with local marketing initiatives and events

President & Charter Member

American Advertising Federation at Cal Poly Pomona

06/2013-06/2014
Pomona, CA

The Cal Poly Pomona American Advertising Federation is a non-profit educational club meant to bridge the gap between education and a career in advertising.

- Led a club of 12 executive board members and 26 general members
- Project Captain of a 18-member team developing an IMC plan
- Directing/managing: professional speakers, agency tours, club events, & member events
- Launched on-campus ad agency raising \$500 for club activities in 4 weeks

Project Manager & Team Leader

Cal Poly Pomona National Student Advertising Competition

12/2013-06/2014
Pomona, CA

A national advertising competition hosted by AAF wherein our team created a completed brand promotion campaign for the sponsor Mary Kay.

- Led the research team in creating our research objectives and analyzing results
- Oversaw the creation of our campaign strategy from insights based on research
- Head writer of our overall plan book and copy editor for executions

Skills & Qualifications

- Self-starter with proven ability to tackle new projects outside of my perceived skill set: YuMe inventory/site-list, Cal Poly Pomona Advertising Club, rugby team, entrepreneur competition and leading the NSAC team.
- Experienced in utilizing Google Analytics, FB Power Editor, KissMetrics, AppSumo, and Twitter Analytics.
- Knowledge of 3rd party reporting tools: DFA, DART, Sizemek, ComScore, Atlas, Innovid, Atricity, Vindico.
- Experienced in working with IAS, MOAT, DV, and Meetrics for viewability or suspicious activity performance driven campaigns.
- Self-taught basic coding & web design: HTML5, CSS3, Wordpress, Python, Power BI, Javascript, iFrame Testing, Tag verification.
- Third culture child fluent in German and English with citizenship for both countries.

Education

B.S. in Business Administration

California Polytechnic University - Pomona

12/2014

BS. Business Administration – Marketing & Advertising Management