

Octavia Ledogar

Media Planner

Profile

Results-oriented Media Planner with 1 year of experience in developing and executing strategic media plans across various platforms. Adept at optimizing campaigns for maximum ROI, conducting market research, and analyzing performance data. Skilled in fostering strong relationships with clients and vendors while maintaining a keen eye for emerging trends in the industry. Demonstrates excellent problem-solving and communication skills, ensuring seamless collaboration and successful campaign execution.

Employment History

Media Planner at Media One Creative, UT

Feb 2023 - Present

- Successfully planned and executed a comprehensive media campaign for a major client, resulting in a 25% increase in brand awareness and a 15% boost in sales over a six-month period.
- Implemented innovative media strategies for a high-profile product launch, leading to a 40% growth in organic social media engagement and 10,000 new followers within the first month.
- Optimized a client's digital advertising budget by 20%, reallocating resources towards higher-performing channels and ultimately generating a 35% increase in ROI.
- Collaborated with cross-functional teams to develop a targeted media plan for a niche market, achieving a 50% conversion rate and driving \$2 million in revenue within the first quarter of implementation.

Associate Media Planner at R&R Partners, UT

Jul 2022 - Jan 2023

- Successfully managed a \$5 million media budget for a major client, resulting in a 25% increase in brand awareness and a 15% lift in sales over a 12-month campaign period.
- Developed and executed a highly targeted digital media strategy for a new product launch, leading to a 30% increase in website traffic, 20% growth in social media engagement, and a 10% boost in online sales within the first three months.
- Collaborated with the creative team to develop an award-winning integrated marketing campaign that generated a 35% lift in consumer engagement and contributed to a 12% year-over-year increase in revenue for the client.
- Implemented advanced data analytics and optimization techniques to improve the overall efficiency of media spend, resulting in a 15% reduction in cost per acquisition and a 20% increase in return on ad spend for key clients.

Certificates

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📍 123 Maple Street, Salt Lake City, UT 84101

Education

Bachelor of Arts in Mass Communication and Media Studies at University of Utah, Salt Lake City, UT

Aug 2017 - May 2022

Relevant Coursework: Media Theory, Digital Media Production, Journalism, Public Relations, Advertising, Media Law and Ethics, Intercultural Communication, Visual Communication Design, Media Research Methods, and Social Media Strategies.

Links

[linkedin.com/in/octavialedogar](https://www.linkedin.com/in/octavialedogar)

Skills

Analytics

Negotiation

Budgeting

Creativity

Google Ads

Facebook Business Manager

Market Research

Languages

English

Russian