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## My POV

I have 15 years of metrics driven marketing/advertising experience executing client business models across online & offline media. Focusing on the revenue event and maximizing yield while building unaided share. The goal is to understand that every element of marketing has an objective indicator to benchmark and trend. That includes brand. The digital space is not "below the line", accountability is "through the line".

## My Clients

ING Direct / CapitalOne, ACE Group, Sony, 10+ Estee Lauder brands, K12.com, NYC & Company, eDiets, Discount Tire, Athenahealth, OptumHealth, Boston University, Columbia University, Independent Airlines, Earthlink, Asia Transpacific Journeys, Visit New Orleans/Colorado/Florida tourism, Fodors, Forbes.com, Lionbridge, CitiGroup, Diner's Club, Time Inc., and many more.

## My History

**Director, Account Management:** Trafficbuyer Digital, New York City; February 2005 - Present.

\*\* Aided in winning ING Direct (now CapitalOne) as AOR from Media Contacts.

- Account lead and chief strategist for clients in finance, education, insurance and travel
- Analytics, reporting and analysis using multiple data sources: DART, Omniture, Adwords, Tableau
- Media Planning and buying as well as attribution modeling specific to a client's success metric. Aggressively negotiating media pricing, value-add contribution and contracting with aggressive out clauses. Utilization of Nielsen products (@Plan and Netratings) as well as Compete, eMarketer, Forester Research and other research tools to inform/build media plans.
- Direct response focus testing and executing:
  - \* Programmatic Media: Search (text & display) across all primary engines, Contextual (GDN), Google DCO & Similar Users, DSP / RTB / Exchanges (Invite Media, Turn, Media Math, Data Xu, X+1, etc), Retargeting (Google GDN, Adroll, RightMedia, etc). Hands on knowledge/experience in Adwords, campaign/ad group settings, bid strategies, keyword optimization.
  - \* Reservation Media - Display: CPM & CPC targeted buys across hundreds of publishers and portals. Complex targeting including behavioral, Geo, demo, IP, etc.
  - \* Mobile: Click to call and Click to site executions across all major players: Greystripe, Millennial Media, Mobile Theory, Zanga, Pandora, etc. (Landscape and technology is changing by the hour...)
  - \* Social Media: Facebook utilizing 3rd parties (ie. Nanigans, FBX on Adroll, etc.), as well as direct FB targeted buys, Twitter, Blog targeting (grassroots approach), and beginning to test Skype
- Creative and Landing Page testing to optimize CTR and CVR utilizing DART, Adobe Test & Target, Qoof.com. Testing roadmaps developed for all clients to push efficiencies and counter fatigue.
- Supervisor for 6-8 analytics, account managers, trafficking and design team members.

**Director, Branding & Search:** Blue Ribbon Consulting, New York City; September 2003 - January 2005.

- Developed, executed and managed Geo targeted and National Search campaigns for major brick and mortar retailers (14 Estee Lauder Brands and Discount Tire). First ever online executions.
- Developed and executed CPM display brand campaigns for Clinique and Estee Lauder providing substantial lift in site traffic as well as measurable lift in product sales.
- Partnered with Google to develop Local Search using Discount Tire as a beta model
- Established baseline metrics and optimization strategies to define CPA and ROI goals.
- Created advanced reporting and granular keyword reporting for optimization using Atlas and client proprietary back end systems.
- Overall, defined a specific online [Search] strategy utilizing supportive reporting and analysis to substantially influence the allocation of ad spend to online executions.
- Supervised a team of 5 account managers, traffickers, and designers.

**Director, Consumer Strategy & Creative Director:** ORB, Inc., New York City, March 2000 - January 2002.

- Primary creative strategist and designer for all client engagements
- Focused on online (Search & Display), outdoor and TV cross media executions
- Concepted and launched Forbes "Live Large" campaign (online, DVD, and outdoor), CitiGroup & Diner's Club online credit card brand execution (online), SonyStyle online and TV Christmas campaign "We Have Santa" with Young & Rubicam (online, print and TV).
- Designed the UI for ORBIT - one of the first real-time online tracking and reporting technologies.
- Lead copywriter and editor for all online client site content, banner and Search executions
- Supervised a team of 7 designers



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## My History - Cont...

**Senior Designer:** Online Development & Marketing, Inc., New York City; September 1999 - March 2000.

- Senior designer and copy editor focusing on website and online advertising solutions.
- Organic search (SEM) strategist working with client backend website code and content to rank high on organic search results on emerging online players: Lycos, Altavista, etc.
- Successfully integrated Flash technology into client website design (a new technology at the time).
- Successfully integrated lead gen form submission modules into site content.
- Designed onsite e-tail capabilities and payment management processes for credit card purchases.
- Supervised a team of 4 designers and programmers.

**CEO:** Kompressor, New York City; February 1997 - September 2003. [www.kompressor.org/outside/](http://www.kompressor.org/outside/)

- Boutique shop focusing on SEM content/back end build, online banner and eComm site executions, and print.
- Designed and printed large format prints for outdoor executions
- Partnered with several NYC-based photographers and digitally composited raw files for completed magazine ads.
- Primary vendor for Time Inc., Sports Illustrated Kids, Cotyshop, MySeasons, and Savos Digital.
- Employed a team of 10 designers, programmers and account managers.

**Professor:** Skidmore College, Saratoga Springs, NY; Summers 1998-2002.

- Taught digital online design theory and visual concepting to advanced college students and continuing education professionals.
- Focused on the following design applications: Photoshop and Illustrator
- Focused on the following technology applications: BBedit (HTML coding) and Dreamweaver
- Supervised 1 assistant teacher and several student aids

## My Schools

2006 Artist in Residence - American Academy in Rome, Rome, Italy  
 1998 MFA - Photography & Related Media: School of Visual Arts - New York City  
 1988 BA/BS - Double Major: Fine Art/Business, Minor: Art History - Skidmore College, Saratoga Springs, NY

1999 Bronx Museum, Artist in the Marketplace residency program  
 1994 Beaver Mill, Scholarship program for Monoprinting  
 1992 American Grantwriters Association, Seminar: Federal & State Fundraising

## My Extras

- 3 Pit bulls named Rocky, Gina and Jack
- Painting and Drawing ([www.reetas.com](http://www.reetas.com))
- Motorcycle racing (in 2011 - I finished #1 Nationally, #1 MidAtlantic region, #1 Atlantic region, #2 Southeast region).