

## WORK EXPERIENCE

MAY 2019 – CURRENT

### GLOBAL PAID MEDIA SUPERVISOR

OMNICOM | NISSAN UNITED TEAM @ TBWA

- Actively develop and pitch evergreen marketing campaign strategies to clients that include: Paid Search, Paid Social, Programmatic Display, and OOH activation.
- Work in a clustered structure alongside Creative, UX, and Data Analytics teams in order to create data driven campaign content based on viable platform capabilities.
- Liase with Formula E, UCL, CES, and digital platform stakeholders, to produce global brand awareness campaigns and develop key partnerships for Nissan.
- Maintain a precision marketing focus during content build-outs, utilizing hyper personalized messaging delivered at key moments for each target demographic.

AUGUST 2018 – MAY 2019

### MANAGER, PAID SOCIAL

PUBLICIS WORLDWIDE | PERFORMICS TEAM (*Duracell, PUR, Aflac*)

- Audited each account for strategic restructuring and optimization opportunities. Executed a tailored plan of action for each client including: Introducing dynamic creative optimization, setting up automated rules, switching to manual bidding, building out custom audiences, and bolstering multivariate testing efforts.
- Executed successful brand lift studies for Aflac and Duracell brand awareness campaigns. Developed key insights surrounding consumer opinions for each.
- Utilized personalized content optimization strategies to lower campaign CPM's by an average of 87% for Duracell, 81% for Aflac, and 42% for PUR. Results are based on the 48 campaigns that ran following the changes vs. results from the previous 100.
- Increased holiday post engagement on Facebook for Duracell and Aflac by an overall average of 57% YoY after presenting sequential messaging campaign structures to key stakeholders and building out that strategy in the platform.

AUGUST 2016 – AUGUST 2018

### SENIOR DIGITAL STRATEGIST

B&H PHOTO VIDEO (*Digital Strategist, Aug. 2016 - June 2017*)

- Took ownership of strategic campaign planning and buying across all paid media platforms which included full technical and structural build-outs.
- Spearheaded co-branding partnerships with 14+ Fortune 1000 companies (Microsoft, HP, Canon, Google, Sony, etc.) Increased YoY client ad spend 35% by consistently outperforming set KPI's and pitching new campaign ideas to partners.
- Onboarded 4 additional partners to the program by creating and presenting 'Co-Branding Performance Projection' decks to key client stakeholders.
- Managed a monthly budget of \$1.5MM+ across paid media channels (increased average sales ROAS from 11X - 23X), lead platform training workshops, created in-depth data storytelling decks, and presented insights alongside recommendations to senior management.

JANUARY 2016 – JULY 2016

### CO-FOUNDER

FANFARE

- Built a product that solves the needs of traveling sports fans. Managed the development, UX, and led all business negotiations. Technology is now being used by Skyscanner's 'Football Flight Finder.'

MAY 2015 – AUGUST 2015

### STRATEGY INTERN | INTEL, VERIZON

MCGARRYBOWEN + ADVERTISING CLUB OF NEW YORK

- Developed the winning strategy for a fully integrated 360° CSR campaign for Verizon with a team of 8 for the agency-wide internship competition. Verizon used the strategy for their Thanksgiving campaign later that same year.

## RECOMMENDATIONS

**"Zev is methodical, creative and strategic in his work but also possesses an EQ I seldom see in people."**

- Amir Hemmat, Senior Campaign Manager at B&H Photo

**"Zev is a very focused and action-driven team player. He is an articulate communicator and presenter. We would not have been successful without his key strategic insights and enthusiasm!"**

-Jasmine Hong, Designer at WeWork

**"Self-motivated, smart, interested, and fresh. These are the things Zev Friend brings to the table."**

- Mike Cox, Planning Director at MCGARRYBOWEN

## TECHNICAL EXPERTISE

Facebook Ads Manager

Twitter Ads Manager

LinkedIn Ads Manager

Snapchat Ads Manager

Smartly.io

Google Ads

Google Analytics

Advanced Microsoft Excel

Advanced Microsoft Powerpoint

The Trade Desk

Lotame

Flashtalking



## EDUCATION

**YESHIVA UNIVERSITY**  
**(Sy Syms School of Business)**

*Bachelors Degree in Marketing and Business Management, Honors Program*

**HONORS:** Graduated cum laude, Deans List, Stock Market Challenge Winner

**ACTIVITIES:** Baseball Team (captain), Volleyball Team, Entrepreneurship club, Marketing Club