**Julia Tannenbaum**

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**Experience**

**Havas Media| New York, NY August 2018-Present**

*Junior Media Strategist February 2020- Present*

* Utilize social listening tools such as BrandWatch and Pathmatics to monitor COVID-19 conversation and investment trends within the financial service landscape.
* Conduct organic social media audit for Invesco to evaluate competitor presence, brand sentiment and creative impact in financial service vertical.
* Participated in 4A’s strategy bootcamp to better understand insight generation, question formulation and analysis of a client brief.

*Paid Social Specialist: TD Bank, ADP August 2019-Present*

* Manage day to day client relationships across six LOBs by communicating campaign insights, identifying overarching trends, generating actionable recommendations, and providing in-depth creative analyses.
* Oversee execution of all digital campaigns and daily reporting to ensure client KPIs are met across brand, consideration, and conversion objectives.
* Generate LOB specific event tracking through the use of the platform-specific pixels, resulting in product-specific conversions, more qualified retargeting pools, and below benchmark CPA goals.
* Streamline internal processes through the creation of client 101 deck, campaign management document, trafficking timelines, targeting index, naming convention, billing and optimization log.

*Paid Social Analyst: TD Bank, Swarovski, Oppenheimer Funds August 2018-August 2019*

* Executed over two thousand paid social campaigns across Facebook, Pinterest, Twitter, LinkedIn and Snapchat focused on retail, financial services, and B2B verticals.
* Implemented daily campaign optimizations across 13 LOBs and three clients by evaluating KPI efficiencies, adjusting auction bids and monitoring overall budgetary pace.
* Pioneered agency-wide QA and billing processes to streamline sequential liability while saving the agency thousands of dollars in makegoods and alleviating three hours of work monthly for each team across the NY office.

**Education**

**State University of New York at Geneseo August 2014-May 2018**

BS in Business Administration, Minors in Art History and Communication GPA: 3.81/4.00

Honors: Summa Cum Laude, Phi Beta Kappa, Phi Eta Sigma, Golden Key, Gamma Beta Phi

**Trinity College Dublin August 2016-December 2016**

School of Business, School of History and Humanities

**Volunteer**

**Adopt-a-Business | Geneseo, NY January 2015-May 2018**

Founder, Program Manager, Student Coordinator

* Managed six student interns; coordinated weekly progress meetings and assessed their development throughout the semester through evaluation surveys and open discussion forums.
* Provided technical consulting to 40 local businesses ranging from verifying the business on Google, creating Yelp listings, launching a Facebook page, and initiating the usage of other online platforms and ad campaigns.

**Letchworth Gateway Villages Initiative | Geneseo, NY May 2017-January 2018**

Communications and Marketing Lead

* Created promotional content (surveys, brochures, promotional cards, etc.) through SurveyMonkey, Photoshop and Canva to publicize the initiative and bring awareness to community events.
* Supported the development of proposals, deliverables, presentations and other communications through various online media platforms to increase tourism within Perry, Mount Morris, and Geneseo.

**Creative Achievements**

* National Scholastics Art and Writing Awards – Silver National Medalist, Regional Gold and Silver Key Recipient
* United States Congressional Art Award