



COURTNEY KILLEN

I am an eclectic, curious and creative marketing professional, driven by the power of consumer behavior, combined with digital marketing and audience trends.

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EXPERIENCE

PROGRAMMATIC & YIELD ANALYST

Cox Media Group / Atlanta, Ga. / October 2016 – Present

Analyze digital inventory for internal teams and external sales teams; manage day-to-day flow of programmatic inventory

Pro-actively monitor partner and platform activity for performance and delivery; develop strategies and marketplace deals to increase efficiency and monetization

Explore site trends with a goal of identifying new opportunities for revenue growth that meet key company initiatives

Present revenue and volume analytics reports that contain actionable insight for a wide-range of team members

Support in-market sales teams in campaign optimization utilizing effective, yield management principles

DIGITAL CAMPAIGN SPECIALIST

Cox Media Group / Jacksonville, Fla. / March 2015 – October 2016

Created and launched digital campaigns for sales clients of Action News Jax, CBS47/Fox30

Analyzed campaign elements and performed optimizations to maximize success and ensure campaign goals were met

Provided clients with detailed summary reports at various intervals

ACCOUNT EXECUTIVE

Media Mix Marketing Solutions / Jacksonville, Fla. / Feb. 2013—Dec. 2014

Planned and executed creative campaigns and events for clients

Managed social media, websites and email marketing for clients

Monitored and analyzed client's SEO performance and site analytics

SKILLS

DoubleClick for Publishers
DoubleClick Ad Exchange
Google Analytics 360
AppNexus Yieldex Analytics
Data Analysis
Yield Management
Reporting & Insights
Microsoft Suite
Adobe InDesign
Adobe Photoshop
Adobe Illustrator

CERTIFICATIONS

IAB Digital Media Sales

EDUCATION

Bachelor of Science in
Communication—Advertising
Minor in Psychology
UNIVERSITY OF NORTH FLORIDA
Jacksonville, Fla. / Spring 2014

Never stop testing, and your advertising will never stop improving.

- David Ogilvy