

# KATY SLOAN

461 Central Park West Apartment 4J • New York, NY 10025

## EXPERIENCE

- Neo@Ogilvy**, part of OgilvyOne New York, NY  
*Consultant, Media Analytics & Insights* 1/08 – Present  
*Senior Analyst, Media Analytics & Insights* 11/06 – 12/07  
*Analyst, Media Analytics & Insights* 12/05 – 11/06
- Designed client-facing deliverables including online creative performance evaluations, clutter analyses, ad effectiveness studies, and competitive ad spending reports for Fortune 500 companies
  - Synthesized raw research data compiled from third-party media tools into digestible documents for media planning and search team usage
  - Facilitated the effective use of research by guiding others to ask the right questions
  - Illustrated information in a manner that is both easy for a lay-person to understand and statistically sound
  - Maintained library of up-to-date internet industry statistics and reports, identifying trends and new approaches
  - Awarded first-ever Neo Valuable Player “NVP” prize in May 2006 and then again in February 2008
- Avenue A/Razorfish Search**, the industry’s largest Search Engine Marketer Denver, CO  
*Search Coordinator* 3/05 – 12/05
- Executed bid optimization and management strategy for Fortune 1000 clients to enhance profitability
  - Studied best practices in PPC creative copy and landing page strategy for several verticals to improve conversion rates from click to sale
  - Specialized URL coding to better track sales and clicks for PPC efforts
- SicolaMartin Advertising & Marketing**, part of Young & Rubicam Brands Austin, TX  
*Intern Program Coordinator* 7/04 – 12/04
- Managed a team of 12-15 interns
  - Organized a project designed specifically for the interns (as a mock-agency) to complete each semester
- E-Marketing and Media Services Intern* 5/03 – 8/03
- Researched email campaign best practices and developed presentation for client delivery
  - Assisted with execution and management of e-marketing and direct marketing campaigns
- Coremetrics**, a leading provider of hosted Web analytics solutions Austin, TX  
*Account Analyst Intern* 6/04 – 8/04
- Performed business analyses based on Fortune 500 clients’ data to optimize design and revenue generation for e-commerce vendors
  - Tracked usability of the product by different clients to determine ROI on a per client basis
  - Executed a user help manual for client reference

## SKILLS

- Extensive experience in interactive and digital media best practices and techniques
- Knowledge of media industry tools including comScore, Nielsen @plan and NetRatings, IMS WebRF and TView, MRI, Scarborough, and MARS (using EZTab), and CMR-TNS Media Intelligence (Strategy)
- Well oriented with online reporting tools such as Atlas, DoubleClick, Omniture, Coremetrics, and HBX
- Aunque no he usado mucho, conozco el español muy bien.
- Computer proficiency: PC and Macintosh; comprehensive knowledge of MS Office including advanced Excel, Access, and PowerPoint; proficient in Adobe PageMaker, Adobe PhotoShop, QuarkXPress, Macromedia Dreamweaver, and Macromedia Fireworks; basic knowledge of HTML, Java, C++, and SAS

## EDUCATION

- The University of Texas at Austin  
**Bachelor of Science in Advertising**, *TexasMedia Sequence* December 2004  
**Bachelor of Arts in Spanish**, *Hispanic Linguistics Concentration* August 2004

*References available upon request*