

Ryan Kalmbach

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Westminster, Colorado | 80021

SUMMARY

An experienced and driven individual who brings passion and 4+ years of valuable industry knowledge in Advertising Operations and Event Management. Skilled with multi-tasking and performing timely tasks while maintaining superb customer service. Looking to build upon the skills and apply them to the growth and success of future employers.

SKILLS

Customer Service
DSP Software (TradeDesk, Simplifi,
ZetaGlobal, DV360, Vistar)
Social Media

Microsoft Office Suite
Written and Oral Communication
Time Management

Community Outreach
Event Planning
Leadership

PROFESSIONAL EXPERIENCE

National CineMedia

Senior Digital Account Coordinator | Advertising Operations

May 2019 - Present

- Coordinate Digital Advertising Operations for National and Local revenue streams
- Build Campaigns in DSP Platforms (TradeDesk, DV360-YouTube, ZetaGlobal, Simplifi, Vistar and TROOH)
- Generate Key Performance Indicator (KPI) reports for clients highlighting their successes/failures during their campaign
- Lead National CineMedia's Social Media Influencer Product as a Digital Product Offering
- Assist Management in training new hires

CU Denver LIVE! | University of Colorado Denver Chair

Nov 2015 - April 2019

- Managed a \$100K budget and leading the CU Denver LIVE! Committee; coordinated event planning for concerts; sipping and painting courses; and cooking courses
- Developed branded promotional items and plan marketing strategies to build the brand
- Marketed events to a 14,000 student body through poster displays, festivals, and word-of-mouth
- Used Social Media channels that include Facebook, Twitter, Snapchat, and Instagram

National CineMedia

Digital Ad Ops Intern

May 2018 - Aug 2018

- Assisted in Marketing efforts of executing contract details and media plans
- Executed DSP campaign trafficking and reporting for Local and National Clients
- Created Digital Case Studies and provided DSP Reporting for Clients and Account Directors

EDUCATION

University of Colorado Denver, Business School

Bachelor of Science, Business Administration, Marketing Emphasis

May 2019