

# ANDRE BROWN

## address

225 Coggins  
Pleasant Hill, CA  
94523

## phone

415.712.9198

## email

andrebrown@gmail.com

## twitter

@andreh

## Experience

### **Product Monetization Manager** IGN Entertainment (Jan. 2019 – Present)

Drive revenue by creating compelling advertising products that reach the audiences our advertising partners crave while maintaining a positive user experience across our various screens. I also work closely with marketing and commerce teams to help them meet their subscription and affiliate revenue goals and with the product, editorial and video teams to make sure these products are delivered in a way that is authentic to IGN's voice and experience.

- Identifying new opportunities for IGN (programmatic, CPI, native) to expand advertising opportunities.
- Work with teams across IGN to identify new revenue opportunities outside traditional ad sales, including commerce and subscriptions.
- Participate in project-definition activities with other stakeholders including sales, engineering, and marketing.
- Lead cross-functional teams, serving as product and project manager, to define specifications, establish milestones, and manage the development of new products.

### **Ad Operations Analyst, Product and Systems** IGN Entertainment (Feb. 2018 – Jan. 2019)

Along with the Director of Ad Operations, analyze, specify and drive projects to improve quote-to-cash software systems. Managing projects across Product, Engineering, Finance, Systems and QA teams to define and implement new or changing sales products for Ad Operations. On a daily basis, reviewing and approving inventory, contract terms, KPIs, and CPMs for ad campaigns through an order management system (**OperativeOne**.)

- Lead projects with Engineering and technical teams to ensure correct product tagging for targeting and business analysis. Manage and maintain product definition, product specific metrics, including product KPIs; inventory forecasting; event sponsorships.
- Managed a year-long development cycle of an internal order management system to unify order management, inventory projection, and campaign reporting into a single web app used across IGN, Mashable, and other J2 properties.

### **Campaign Manager** IGN Entertainment (Nov. 2017 – Feb. 2018)

Responsible for building, executing, and monitoring online advertising campaigns across the Web properties of IGN. Work closely with the Performance & Yield managers, sales reps, Ad Product, and Ad Technology team members to ensure successful implementation and delivery of all advertising campaigns.

### **Technical Specialist, Ad Operations** Jumpstart Automotive Media (Mar. 2016 – Nov. 2017)

Managed publisher ad technology issues and diagnosing issues on the publisher and ad serving end. Work with third party vendors to ensure proper creative functioning and account managers for campaign launches. Provide technical support and advise on implementation of custom ad products and new publisher launches.

- Up to date on latest **VAST / VPAID** spec for preroll video ad serving.
- Used **MOAT** to monitor ad viewability requirements for advertisers, and worked with publishers to implement best practices for improving viewability.
- Used **Lotame's** data management platform for creating and managing audience segments.

### **Analyst, Publisher Development** Jumpstart Automotive Media (Jan. 2014 – Mar. 2016)

Worked directly with premium automotive publishers and within Jumpstart in variety of ways. Provided performance analysis and custom reporting to internal teams and our clients, negotiated partner agreements with various tech vendors, managing ad campaigns, onboarding of new publishers, and made recommendations on how to improve site performance.

- Negotiated high-level agreements with various vendors (**ObservePoint, quiet.ly, Taboola**) from initial contact to deal close. Developed detailed business cases, coordinated final negotiations, and led the onboarding process of new publishers.
- Use of various analytics platforms including **Google Analytics** and **Adobe Analytics** to assist the publisher team and our publisher partners to improve site performance and grow sellable ad inventory.

### **Intern, Publisher Development** Jumpstart Automotive Media (Oct. 2013 – Jan. 2014)

Hired as a part-time intern running QA during ad tagging changes, providing reporting to clients, and support to various teams within Jumpstart. Hired on full-time just three months into a six-month internship contract.

### **Field Organizer, Mike Garcia for Supervisor** Mike Garcia for District 7 (July 2012 - Nov. 2012)

Distributed campaign literature, worked phone banks, and organized events in support of District 7 Board of Supervisors candidate Mike Garcia. Part of a tight knit staff of field organizers targeting voters across the district.

### **Grassroots Organizing Fellow**, Organizing for America (Feb. 2012 - June 2012)

Worked with the 2012 Barack Obama re-election campaign to organize local volunteer groups, meeting one-on-one with potential supporters and volunteers, and building a grassroots movement to re-elect President Obama in 2012.

- Used NGP-VAN for campaign voter micro-targeting and generating turf packs for canvassers.

## Education

### **Bachelor of Arts, Political Science** San Francisco State University (Aug. 2009 – May 2013)

### **High School Diploma** Dana Hills High School (May 2009)