

ANDRE BROWN

andrebrown@gmail.com | 415.712.9198
www.tweetsbyandre.com

EXPERIENCE

Product Monetization Manager

IGN Entertainment (Dec. 2018 - Present)

I work to drive revenue by creating compelling advertising products that reach the audiences our advertising partners crave while maintaining a positive user experience across our platform. 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.

- Drive product definitions which balance business needs, customer needs and technological capabilities for both display and video advertising.
- Identify new opportunities for IGN (programmatic, CPI, native, etc.) to expand advertising opportunities.
- Work with teams across IGN to identify new revenue opportunities outside traditional ad sales, including Commerce and Subscription.
- Lead cross-functional teams, serving as product and project manager, to define specifications, establish milestones, and manage the development and implementation against goals.

Ad Operations Analyst, Product and Systems

IGN Entertainment (Mar. 2018 - Dec. 2018)

Along with the Director of Ad Operations, analyzed and drove projects to improve ad operations workflow and manage pre-sales insertion order management. Managed 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.

- Lead projects with Engineering and technical teams to ensure correct product tagging for targeting and business analysis. Managed and maintained 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 - Mar. 2018)

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

Analyst, Publisher Development

Jumpstart Automotive Group (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 case, coordinated final negotiations, and lead the onboarding process.

Intern, Publisher Development

Jumpstart Automotive Group (Oct. 2013 - Jan. 2014)

Publisher development 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.

- Placed on Jumpstart High Potential Leadership Program working with five others to fully conceptualize and create an internal QA website, where a quality assurance department did not previously exist. Presented to high level Hearst executives and launched early in 2015.

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, and a member of the inner campaign circle.

Grassroots Organizing Fellow, Organizing for America

Organizing for America (Feb. 2012 - June 2012)

Worked with the Barack Obama 2012 re-election campaign to organize local volunteer groups, meeting one-on-one with potential supporters and volunteers, and organizing local communists. Ran volunteer phone banks in the Bay Area with made use of NGP-VAN for campaign micro-targeting.

EDUCATION

Bachelor of Arts, Political Science

San Francisco State University (Aug. 2009 - May 2013)

- **Dean's List:** Fall 2009, Spring 2010, Fall 2010, Spring 2011, and Fall 2011 semesters
- Authored term papers on state regulation disparities in natural gas extraction.

High School Diploma

Dana Hills High School (May 2009)

- AP Scholar Award for recognition of exemplary college-level achievement on Advanced Placement Program Examinations.
- Deputy editor, Dana Hills "*The Paper*" and Sports editor, Grosse Pointe North "*North Pointe*"

TECHNICAL PROFICIENCY AND SKILLS

Adobe Analytics (4 years)

Adobe Photoshop (3 years)

DCM Certification (5 years)

Google Ad Manager (6 years)

Google Analytics (4 years)

Microsoft Excel (6 years)

MOAT, IAS (4 years)

Tableau (2 years)

VAST, VPAID, MRAID (6 years)