

# Jorge Leger



New York, NY

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**Marketing & Process Automation ▪ CRM Implementation & Administration (Including Salesforce)**  
**Sales Operations ▪ Marketing Operations ▪ Strategic and Tactical Marketing Planning ▪**  
**Demand Generation ▪ Integrated Reporting, Attribution and Insight Derivation**  
**Technical Project Management of Geographically and Technically Diverse Teams**  
**Digital Ad Operations ▪ Management, Reporting Automation, Analysis and Optimization**  
**Web Development ▪ All Things Digital**

Product marketing & strategy leader with 10 years of experience in web development, digital advertising, strategy, operations, sales & growth enablement, and competitive strategy across B2C and B2B industries. I care. I am patient and a good listener. I pride myself in providing attentive, focused ideas and support to everyone I work with. My goal is to take you, your project and your company to the next level.

## Specialties

- Data Architecture & Hygiene
- Excel Application Dev
- Marketing ROI Attribution
- Client Relationship Management (CRM)
- Strategy Development and Execution
- Project Management
- Marketing Operations
- Platform Integration
- Marketing Analytics
- Content Marketing
- Vendor Management
- Resourcing and Leadership
- Web Development
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)

## Experience

### Astound.Media, Founder & Principal Consultant

4/2011 – Present

Astound.Media focuses on helping small businesses and entrepreneurs succeed. We'll wear whatever hats we need to see that your processes are optimized, you're exploiting as many revenue streams as possible, and that you have the right technology in place to make things easier. We take care of the geeky and technical stuff so you can focus on your business. Below are some of the areas that our solutions cover:

- Content Management Systems (CMS)
- Client Relationship Management Systems (CRM)
- Website Design & Development
- eCommerce Strategy & Builds
- Content Syndication
- SEO Optimization
- Traffic Acquisition
- Content Monetization
- Sales Funnel Design
- Lead Attribution
- Conversion Optimization
- Process Automation
- Project Management
- Data Science
- Reporting & Analytics
- Business Intelligence
- And much more...

### Speaking Engagements & Instruction

3/2017 – Present

- New York City Small Business Services: Teaching Approved Marketing Courses
- Speaking Engagements with local and national organizations around marketing, web development, business automation and technology, reporting, and more...

### Starcom, Associate Director, Technical Operations & Project Management – (Pharma)

8/2016 – 3/2017

Planned, created and implemented significant process or product changes within assigned accounts and/or across the agency. Utilized project management expertise to define scope of work, required time and resources for implementation of programs and individual projects, as assigned.

- Identified, defined and managed the overall program plan, execution, resource management, issue tracking, quality, change management, risk management and communications for assigned programs
- Coordinated inter-project dependencies, including projects outside of assigned program
- Ensured project management procedures were adhered to on all assigned programs and projects
- Routed work between all responsible people in all stages of development
- Conveyed project changes and updates to appropriate team members
- Facilitated team and client meetings to review work
- Prepared regular status reports and distributed internally and externally as necessary
- Reviewed deliverables prepared by team before presenting to client
- Served as a liaison between stakeholders, sponsors and steering functions and raised issues/risks to program and/or project implementation in a timely manner
- Applied advanced skills to solve complex problems to ensure project objectives were met satisfactorily
- Collaborated with Client Operations Director to negotiate resolutions on project hurdles
- Served as a subject matter expert internally and externally to provide strategic direction, guidance and integration of products and services
- Provided feedback for process improvement, program enhancements, and strategic alignment with business objectives
- Collaborated with and manage vendors as needed
- Facilitated the value creation reporting process for assigned accounts

For an in depth look at my experience, background, skills and strengths please visit:  
[www.jorgeleger.com](http://www.jorgeleger.com)

**The Pedowitz Group, Revenue Marketing Strategist**

11/2015 – 5/2016

- Technical Project Manager for multimillion dollar engagement with a Fortune 500 company
- Delivered Best Practice consulting to clients on Revenue Marketing Transformation, Demand Generation strategies and techniques and in the use of Marketing Automation Solutions
- Consulted on business needs, process alignment and best practices
- Analyzed clients' business and operational needs, their processes, and guided TPG teams in campaign development and configuring technologies to meet their business needs
- Helped clients define their marketing goals, ROI, how to measure results, and linked them to projects
- Ensured that final deliverables to client were aligned to client success, and up to quality standards
- Collaborated with engagement team in ensuring projects stayed on track
- Assisted on consulting engagements, understood the infrastructure of the marketing organization; reviewed customer data, technologies, data, and marketing initiatives and made recommendations
- Analyzed client results, developed insights, and made recommendations for course corrections
- Managed my time to proposed cost targets and minimized overrun costs in the completion of my work
- Ensured quality assurance processes were rigorously followed for every client deliverable
- Spearheaded a lead management overhaul for a Fortune 500 company which included new processes in both Marketo and SFDC, a new lead scoring model and the implementation of Domo
- Managed a team of technical and non-technical resources in the execution of the engagement

**Bluelink Marketing LLC, Director of Ad Operations & Account Management**

4/2014 – 5/2015

- Oversaw all aspects of both Account Management and Advertising Operations as it related to a network of owned and operated sites as well as a network of 3<sup>rd</sup> party sites
- Identified, prospected, closed and on-boarded new video and display demand partners
- Met contractual requirements for all advertising campaigns that ran
- Assisted in monthly billing, reconciliation and other financial reporting
- Produced internal and external reports detailing campaign performance, revenue, ROI and various other campaign and performance metrics to inform direction and decision making
- Developed and regularly optimized various ad stacks and the strategy to maximize performance
- Increased margins from 32% to 65%+ MoM which brought the year to a close at \$2.2 million in net revenue which represents a 38% year over year growth for the business that I managed

**Hollywood.com, Sr. Account Manager**

1/2013 - 4/2014

- Sold and managed over \$3.2 million in advertising dollars across our digital properties including Hollywood.com, MovieTickets.com, Spill.com and a network of fan sites
- Collaboratively created and packaged products to competitively respond to and win RFPs
- Implemented and oversaw Salesforce as a CRM, pipeline management and forecasting tool
- Worked closely with ad operations to ensure campaign delivery and performance
- Managed asset production projects as a liaison between clients and the creative department
- Spearheaded analytical inquiries into site metrics, campaign performance and trend analysis to inform and empower the sales and marketing teams

**New York Magazine (New York Media), Digital Sales Planner**

1/2012 - 1/2013

- Created strategic media plans in response to high profile RFPs
- Worked with the nation's top agencies to successfully deliver high performing campaigns
- Proactively managed campaigns by optimizing for delivery and performance
- Collaborated with the trafficking and billing teams to ensure accurate reconciliation and invoicing
- Developed in-depth campaign wrap up reports to showcase campaign performance
- Led a team of five (5) sales planners offering answers to questions on the digital properties, media planning, ad operations, pricing, ad specifications, technical implementation, optimization and training

**Other Relevant Experience**

Cox Digital Solutions, Campaign Manager

6/2011 - 1/2012

The City College of New York, Interim Web Director

8/2010 - 4/2011

Almontel Corporation, Inc., Communications Consultant

3/2010 - 10/2010

The City College of New York, College Assistant Web Developer

9/2009 - 3/2010

MessageLabs, Inc. (Now Symantec), SMB Account Executive

12/2007 - 8/2009

**Education****The City College of New York**

9/2009 - 6/2011

Media &amp; Communication Arts | Degree Attained: B.A.

**Borough of Manhattan Community College**

9/2006 - 1/2009

Multimedia Art &amp; Design | Degree Attained: A.A.S.

**Languages**

Fluent in both English &amp; Spanish.

**Technical Skills**

Adobe Creative Suite CS6 & CC (Photoshop, Illustrator, InDesign, Dreamweaver), Microsoft Office: including advanced Excel, Marketing Automation, HTML, CSS, JavaScript, PHP, Ad Serving Technologies such as Google (formerly DoubleClick), Google Ad Manager, Google Analytics, OpenX, MediaMind, EyeBlaster, PointRoll, FlashTalking, Zedo, WordPress, Drupal, Joomla, PaperThin CommonSpot, Salesforce development and administration, CRM implementation and management, Rich Media, mobile, responsive design and ad serving, SEO, SEM, Marketo, SugarCRM, Agile CRM, Domo, Tableau, Asana, Basecamp, LucidChart and more...