

Bayla Jacobson

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OBJECTIVE: Product Design

PROFESSIONAL EXPERIENCE

Havas Media

July 2022- Present

Associate, Digital Investments

- Negotiated for favorable rates, value, and investment terms for direct site buys
- Prepared and submitted RFPs (Request For Proposal) to prospective site partners
- Led teams draft and partner billing for client invoicing and supported any resolution of discrepant invoicing
- Identified and recommended media vendors that deliver on client/campaign objectives for direct (contextually placed) site buys
- Ensured cohesive Digital campaign launch where necessary in association with specialty teams
- Contributed to client status report on behalf of Digital Investment team campaign execution
- Oversee creation of insertion orders through Prisma system, drive updates as necessary with optimizations
- Reviewed, analyzed and optimized Digital plans to best performing partners and placements
- Documented results for Connection Planning to provide consolidated regular reporting back to client
- Met with vendor sales representatives to obtain information about their products, led set up of vendor connections including sit-down meetings, phone calls, and webinars

Quantum Media Group LLC

January 2019-April 2022

Marketing Assistant

- Assisted CEO, Ari Zoldan, with various projects and created content for website regarding new and exciting initiatives.
- Organized launch parties for start-up companies such as Bubblr.com and Flewber.
- Created podcast cover using photoshop for iHeartRadio Podcast.

DCG Public Relations LLC

July 2019-August 2021

Marketing Intern

- Prepared, organized, and connected with influencers and sponsors for events such as Bridgehampton Fashion Week, NYC Health Fair, & New York Fashion Week.
- Created press release for SALUD Health Fair; Published articles for Latinista magazine.

EDUCATION

Masters in Web and Multimedia Design

May 2024

Touro University, Graduate School of Technology

Bachelor of Science in Marketing Management

May 2022

Touro University, Lander College of Women

SKILLS

Figma, HTML, CSS, Java, Adobe Photoshop, Adobe Illustrator, Adobe InDesign