

Bayla Jacobson

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PROFESSIONAL EXPERIENCE

Publicis Media Groupe

April 2024- Present

Senior Associate Negotiator, Local Investments

- Manage accounts for local digital advertising for Macy's, Wendy's, Optimum and Titos
- Create and activate smart, effective, inclusive and efficient advertising solutions in assigned local markets
- In charge of creating business plans for 200+ markets
- Successfully manage timelines, client guidelines, and ensure key performance metrics are achieved
- Successfully manage campaign performance reporting and total agreement fulfillment
- Cultivate relationships with partners/vendors that add value for our clients

Havas Media

July 2022- April 2024

Associate, Digital Investments

- Participate in negotiation for favorable rates, value, and investment terms for direct site buys
- Lead the preparation and submission of RFPs (Request For Proposal) to prospective site partners
- Lead teams draft and partner billing for client invoicing and support any resolution of discrepant invoicing
- Utilize internal and syndicated data sources to identify and recommend media vendors that deliver on client/campaign objectives for direct (contextually placed) site buys
- Oversee creation of insertion orders through Prisma system, drive updates as necessary with optimizations
- Partner with Analytics to review, analyze and optimize Digital plans to best performing partners and placements and provide back to Connection Planning for consolidated regular reporting back to client

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

Touro University: Masters of Art in Web and Multimedia Design May 2024 Masters in Multimedia and Web Design

Touro University: Lander College of Women
Bachelor of Science in Marketing Management

May 2022

SKILLS

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