

CAT TRESTINI

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REMOTE WORK

- WFH since 2016 (7+ years)

MEDIA ACTIVATIONS

- **Audio:** Radio, Streaming
- **Display:** Banner Ads, Email
- **Programmatic:** Contextual Targeting, Native (Bidtellect, Tremor, StackAdapt), Video
- **Search:** Google Ads, Performance Max, YouTube
- **Social:** Meta (Facebook, Instagram), LinkedIn, Pinterest, Reddit, Snapchat, TikTok, Twitter (X), YouTube
- **Traditional:** OOH (Billboards, Bars, Restaurants, GSTV), Print

MEDIA SKILLS

- Advertising Management

PROFESSIONAL SUMMARY

Experienced Marketing Manager with 10+ years in ad agency roles, specializing as a Senior/AD Paid Media Planner/Buyer for 6+ years. Proven track record of developing and executing traditional and digital campaigns.

Performance-driving leader skilled in achieving cross-departmental objectives through effective collaboration with subject matter experts, partnerships, and vendor relationships.

- **Budgets:** \$1-6mm average annual media budget
- **Industries:** Landscaping, Healthcare, Government, CPG
- **Process:** Research, Strategy, Buying/Traffic, Reporting
- **Top Skills:** Highly organized, team player, analytical

WORK EXPERIENCE

The Richards Group - Associate Media Strategy Director

Dallas, Texas • 01/2023 - Current

- Drove performance-based media objectives across programmatic, search, social and custom programs (i.e influencer marketing) through media planning
- Collaborated with internal subject matter experts and managed external partnerships and vendor relationships
- **Clients:** Colmet, 12th Man Foundation (TMF)

The Richards Group - Paid Social Strategist

Dallas, TX • 01/2023 - 12/2023

- Assisted Paid Social team with social execution tasks such as buying, trafficking and reporting on Meta (FB/IG) for 4 clients
- **Clients:** Firehouse Subs, TMF, Credit One Bank, UCHealth

Mindsailing - Paid Media Manager

Minneapolis, MN • 10/2022 - 09/2023

- Developed digital and traditional paid media plans
- Built, trafficked and QA'd ad campaigns within Google Ads, Meta (Facebook/Instagram), Twitter/X, LinkedIn & YouTube
- Created and executed A/B tests across paid campaigns
- Collaborated with internal teams and partnered with external teams for campaign development

- Budget Management
- Campaign Management
- Competitive Analysis
- Marketing Management
- Market Research and Trends
- Media Planning/Buying

SOFT SKILLS

- Client-facing
- Communication
- Data Analysis
- Leadership
- Problem-solving
- Teamwork
- Time management

SOFTWARE

- **Analytics:** Google, IQVIA, PowerBI, Sprinklr, Vivvix
- **Media:** MediaOcean (Prisma), Nielsen, Sizmek,
- **Microsoft:** Excel, Outlook, PowerPoint, Teams, Word
- **PM:** Asana, Slack, Wrike

EDUCATION

Rutgers, The State University of New Jersey
New Brunswick, NJ

Bachelor of Arts: Comparative Literature; Visual Art

INTERESTS

Animals, Music, Reading

- Developed ongoing insights and recommendations
- **Clients:** United Healthcare, Minnesota DNR

Butler/Till - Senior Paid Social Specialist

New York, NY • 06/2021 - 10/2022

- Launched 60+ campaigns for 3 pharma brands (\$2-25mm)
- Written and contributed to 8+ emerging social media POVs
- Managed 8+ vendor relationships with 1st and 3p partners like Meta, Snap and Swoop
- Provided ongoing pacing, performance and reporting
- Top 10% performer in first performance review per Social Team Director and Manager
- **Clients:** Amgen, Bristol Myers Squibb

We Are Rosie - Media Planner and Buyer

Atlanta, GA • 01/2018 - 01/2021

- Worked with agencies 22 Squared, Hill Holiday and Publicis
- Executed \$1MM planned media launch (100+ live campaigns monthly with team of 9)
- Responsible for tasks i.e billing, planning/buying, reporting
- **Clients:** Dunkin', SE Toyota, Campbell's Soup (19 brands)

CERTIFICATIONS

- **StackAdapt Certified**, StackAdapt, 09/22 - 10/24
- **HubSpot Inbound Certified**, HubSpot, 09/22 - 10/24
- **Sprinklr Brand Manager Pro**, Sprinklr, 06/22 - Present
- **Reddit Fundamentals Certified**, Reddit, 06/22 - Present
- **Ads Manager Campaign Activation**, Snap, 01/22 - 01/24
- **Social Media Certification**, Hootsuite, 11/15 - Present

ADDITIONAL PROFESSIONAL EXPERIENCE

Cat Trestini - Freelance Independent Contractor

Remote, cattrestini.com • 01/2007 - Current

- Present: Paid media and organic social freelance projects for small businesses and marketing agencies with small budgets
- Previously: Offered content services (blogging, editing, writing), photography, tutoring, and web management
- **Industries:** Construction, Education, Healthcare, Insurance