

Samuel E. Rogers

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EXPERIENCE

Wieden + Kennedy, Portland, OR

Media Supervisor, Old Spice Team

February 2020-Present

- Manage cross-platform digital media planning and execution for the Old Spice brand across their Antiperspirant/Deodorant, Bodywash, and Haircare categories in the US
- Steward fiscal year budgets across marketing plan to ensure compliance with P&G corporate governance; Manage budget fluidity across platforms throughout fiscal year to deliver on necessary weekly & monthly optimizations needed
- Liaise with Old Spice Brand Managers and Brand Directors at Procter & Gamble headquarters in Cincinnati, OH to certify media performance delivers upon ROI goals across social, digital video, digital audio, and linear TV platforms
- Supervise a team of media planners managing day to day account operations, including daily account maintenance, budget reconciliation, performance optimizations, and timely resolution of client and vendor billing

Mindshare, Portland, OR

Freelance Strategy Director, Global Team Nike

July 2019-February 2020

- Served as account lead for Nike global media team; coordinated media strategy, planning, and execution with a focus on social and digital video platforms alongside Nike integrated media teams, category functions, partner agencies, and geo teams across the globe
- Lead strategy and planning for brand and category campaigns (global football, Olympics, basketball, running, training, etc.) as an integral part of overall consumer facing communications at Nike, including global partner briefing, innovative campaign development, and execution
- Created seasonal campaign directives for geo teams (APLA, EMEA, GC, NA); managed campaign stewardship alongside agency partners to ensure media strategy and insights were woven into the global creative development process and communications strategy
- Developed POVs on alpha and beta opportunities in the marketplace, with a focus on tech and platform partners pertinent to the worldwide Gen-Z demographic

R2C Group, Portland, OR

Account Director, Client Services

November 2017-September 2018

- Directed creative, media, analytics, and research projects for group of accounts across the fashion, tech, and healthcare sectors
- Managed creative projects from infancy through implementation, including creative conceiving, storyboarding, talent selection, pre-production, shoot, post-production, duplication, and trafficking
- Incorporated multi-channel attribution learnings into optimizations across holistic media plan; ensured client KPIs were being met through media activity; presented daily attribution metrics to clients
- Provided weekly optimization recommendations to all clients based on immediate spike response metrics; managed long-term optimizations through latent response analytics model; provided final analysis prior to presenting work externally; championed agency core values

Havas Media, New York, NY

Account Director, National Video Investment

December 2015-April 2017

Orion Trading Worldwide, New York, NY

Associate Partner, Client Services

October 2014-November 2015

Initiative, New York, NY

Supervisor, National Video Investment

March 2013-October 2014

Senior Buyer, National Video Investment

April 2012-March 2013

TargetCast tcm, New York, NY

Buyer, National Broadcast

May 2011-April 2012

Assistant Buyer, National Broadcast

November 2009-May 2011

EDUCATION

George Washington University, Washington, DC

August 2005-May 2009

Bachelor of Arts, Economics

The University of New South Wales, Sydney, Australia

January 2008-June 2008

Study Abroad Program; Focus on Business

OTHER

- Extensive knowledge of Microsoft Office Suite, Keynote, DoubleClick Campaign Manager, Salesforce, SpectraOX, Donovan Data Systems, and MediaTools
- Interests include rock climbing, ski touring, downhill skiing, mountaineering, hiking, camping, cooking, running, live music, reading, & crossword puzzles
- Published in *The New York Times*