

LATICE WASHINGTON

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PROFESSIONAL SUMMARY

Advertising and AdTech professional with 8+ years of experience spanning programmatic media, account management, client success, media planning, and campaign optimization. Possessing both creative problem-solving skills and effective communication abilities, with a proven track record in cultivating cross-functional teamwork to enhance performance. Skilled across display, video, native, audio, over-the-top/connected TV (OTT/CTV), digital out-of-home (DOOH), and audience targeting. Experience with retail, finance, sports, entertainment, and political verticals.

SKILLS

Account Management, Client Success, Programmatic Advertising, Digital Media Strategy, Media Planning, Campaign Optimization, Performance Marketing, Audience Strategy, KPI Reporting, Client Retention, Revenue Growth, Cross-Functional Collaboration, Brand Safety, Campaign Trafficking, Quality Assurance (QA) & Troubleshooting, Creative Strategy, A/B Testing, and Brand Lift Measurement.

TOOLS & PLATFORM KNOWLEDGE

- **Demand-Side Platforms (DSPs):** The Trade Desk, Display & Video 360 (DV360), and Amazon DSP.
- **Ad Serving & Operations:** Google Ad Manager (GAM), Campaign Manager 360 (CM360), Prisma, AppsFlyer, and Kochava.
- **Analytics & Measurement:** Tableau, Qlik Sense, Datorama, DoubleVerify, Nielsen, Comscore, and Kantar.
- **Audience & Data:** LiveRamp, Lotame, Oracle, Experian, and Neustar.
- **CRM & Productivity:** Salesforce, Airtable, Excel, PowerPoint, and Google Workspace.
- **AI & Creative:** ChatGPT, Gemini, Claude, Figma, Photoshop, and Canva.

PROFESSIONAL EXPERIENCE

Associate Advertising Account Manager / Sales Planning / Taboola / New York / Full-time / July 2023 - June 2026

***Taboola:** A leading content discovery and native advertising platform that helps publishers, brands, and marketers monetize and distribute sponsored content across digital properties.*

Top Clients: Leaf Home, Erie Home, GovMint, Mixbook, Ariat, ChefStore, and Bissell.

- Partnered with Sales and Account Management to support five assigned sellers across multiple time zones, developing RFPs, RFIs, pitch decks, ad mockups, and reach requests.
- Recommended strategic digital advertising solutions aligned with client objectives, audience needs, and budget parameters.
- Developed custom target audiences using Taboola's DMP and third-party data providers.
- Built cross-functional partnerships to expand inventory supply and enhance client PMP opportunities.
- Analyzed campaign and platform data to identify incremental spending opportunities and delivered quarterly performance insights to Sales.

Media Manager / Programmatic / Dentsu / New York / Full-time / May 2022 - March 2023

Dentsu: *A global integrated marketing and advertising agency network that provides data-driven media, creative, and customer experience management solutions to help brands connect with audiences.*

Top Clients: Saks Fifth Avenue and Saks Off Fifth.

- Developed data-driven programmatic strategies supporting acquisition, brand awareness, audience targeting, and performance goals across multiple verticals.
- Analyzed campaign metrics and KPIs to identify optimization opportunities, refine targeting, and improve media effectiveness against client objectives.
- Led 5+ brand lift studies, leveraging audience insights and measurement data to evaluate campaign impact and inform strategic media recommendations.
- Partnered cross-functionally to understand client marketing objectives and develop tailored advertising solutions.
- Monitored industry trends, emerging technologies, and the competitive landscape to inform media strategy and identify emerging opportunities.

Senior Strategic Account Specialist / Programmatic / Xaxis / New York / Full-time / March 2020 - May 2022

Strategic Account Specialist / Programmatic / Xaxis / New York / Full-time / April 2018 - February 2020

Xaxis: *A global programmatic media platform that helps advertisers execute data-driven, cross-channel digital campaigns across display, video, and social formats.*

Top Clients: BBVA, Blackrock, John Deere, Caterpillar, Spirit Airlines, TJ Maxx, Marshalls, Hive, and Allergen.

- Negotiated media rates and vendor contracts while ensuring alignment with client budgets and campaign objectives.
- Analyzed media performance and market data to develop optimization recommendations and inform future campaign strategies.
- Supported digital media planning and strategy for clients across Wavemaker, Mindshare, & MediaCom.
- Cultivated strategic relationships with clients, agencies, and internal partners to drive execution, client satisfaction, and expanded revenue.
- Proofread and quality-checked proposals, media plans, and presentations to ensure accuracy and alignment with rate cards and client KPIs.
- Revised media plans based on client feedback, campaign objectives, and budget adjustments.

Ad Ops & Client Services Specialist / Customer Success / LiveIntent, Inc. / New York / Full-time / October 2016 - March 2018

LiveIntent, Inc.: *A marketing technology company specializing in people-based marketing and ad tech solutions that primarily enables publishers and advertisers to leverage email as a programmatic channel.*

Top Clients: Lincoln, Publishers Clearing House, Harry's, and Matt Weldon.

- Managed trafficking, setup, QA, tracking, launch, and delivery for 35+ digital advertising campaigns, ensuring accurate implementation and on-time performance.
- Trafficked campaigns across various pricing models using third-party tags and UTM parameters, monitoring weekly delivery and discrepancy reports to identify and resolve issues.
- Served as the primary technical support contact for campaign troubleshooting, partnering with Sales and Account Management to resolve delivery issues and streamline workflows.

- Guided client optimization discussions by translating campaign performance data into actionable recommendations that improved KPI outcomes.
- Collaborated cross-functionally to ensure campaigns were launched accurately, efficiently, and in alignment with client objectives.

Sr. Digital Advertising Ops Coordinator / Publisher Sales / Rodale Inc. / New York / Full-time / November 2015 - October 2016

Digital Advertising Ops Coordinator / Publisher Sales / Rodale Inc. / New York / Full-time / March 2015 - October 2015

***Rodale Inc.:** A prominent publisher of health, fitness, and wellness books and magazines, well-known for iconic titles such as *Men's Health*, *Women's Health*, and *Runner's World*.*

Top Clients: Michelob Ultra, Cliff Bar, Nike, Microsoft, Hoka, Wild Planet, Adidas, Specialized, Cannondale, Garmin, New Balance, Brooks Running, Asics, Reebok, CocoaVia, Novartis, Cotton, Larabar, Coors Light, and Kind Bar.

- Trafficked and monitored digital advertising campaigns across DFP, LiveIntent, Nativo, and Teads, optimizing pacing and delivery to maximize revenue for Rodale brands.
- Managed campaign setup, tracking, QA, and launch processes across Rodale's digital properties, ensuring accurate implementation and timely delivery.
- Leveraged graphic design expertise and user experience knowledge to test creative functionality and provide advertisers with recommendations for seamless integration across Rodale sites.
- Analyzed campaign delivery and discrepancy reports to identify technical issues, troubleshoot performance challenges, and prevent potential underdelivery.
- Partnered with Account Management and Sales teams to resolve campaign issues, improve workflows, and ensure Rodale met client and business requirements.

EDUCATION

Bachelor of Arts (B.A.), Media Communication Arts

The City University of New York, Class of 2012

Concentration: Advertising & Public Relations / Minor: Graphic Design

ADDITIONAL EXPERIENCE

Content Creator & Live Broadcaster / New York / Self-Employed / August 2020 - Present

- Develop and publish original editorial content covering advertising, media, gaming, entertainment, pop culture, relationships, and digital culture.
- Manage end-to-end content strategy, editorial planning, SEO, audience development, and distribution across Substack, YouTube, Twitch, and social platforms.
- Produce and manage livestreams, video content, and digital media operations across multiple platforms.
- Conduct research and translate complex advertising, media, and cultural topics into accessible editorial storytelling.
- Analyze audience engagement and content performance to inform publishing and content strategy.