


BONNIE POPE

DIGITAL MEDIA

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Lillington, NC 

MY PROFILE

Innovative digital marketing professional with experience in programmatic and biddable media management. A resourceful learner that embraces new technology and learning opportunities. Experience in data analytics has led to an emphasis on data-driven decision-making and collaboration to ensure high-quality results through actionable insights that support client-centric strategies. Excels at maintaining an organized workflow in a dynamic environment through intentional time management and flexible prioritization. Delighted to use my skills and talents to increase campaign performance and support both the client's goals and the team's success.

EDUCATION

2021

BS PROFESSIONAL STUDIES

ART AND PSYCHOLOGY

Brigham Young University - Idaho

CERTIFICATES

DV360 CERTIFICATION - DEC 2022

THE TRADE DESK EDGE - DEC 2022

GOOGLE AD SEARCH - NOV 2022

META DIGITAL MARKETING
ASSOCIATE - AUG 2022

GOOGLE DIGITAL MARKETING &
E-COMMERCE - APR 2022

GOOGLE DATA ANALYTICS - APR 2022

GOOGLE PROJECT MANAGEMENT -
APR 2022

SKILLS

Problem Solving 

Adobe Suite 

Analytics 

The Trade Desk 

Communication 

Excel 

WORK EXPERIENCE

PROGRAMMATIC MEDIA MANAGER

Goodway Group - Remote

2023 - 2024

- Collaborate with team members, and monitor reporting in multiple platforms (TTD, DV360, Roku, and Client DCM) to ensure campaign performance meets client expectations and programmatic standards of excellence.
- Build, scale, and optimize campaigns, including budgets, audiences, frequency, viewability, and more; aiming to exceed KPI goals, and increase conversion rates to add value for the client.
- Provide relevant data-driven reporting, visualizations, and optimization recommendations.
- Update and maintain programmatic media product lines in Salesforce, and accurately map campaigns to internal dashboards.

DIGITAL MEDIA ASSOCIATE

Catalyte - Remote

2022 - 2023

- Build and scale strategic marketing campaigns across channels.
- Oversee daily campaign management and optimization.
- Monitor and report on campaign performance.
- Manage campaign budget and forecast.

GRAPHIC DESIGNER

Lapis Lazuli Life - Remote

2021 - Pres

- Utilize design principles to create custom graphics, logos, and content for various clients.
- Create social media marketing materials for Facebook, Instagram, and other social media platforms.
- Consult with clients to manage future marketing campaigns and branding strategies.
- Manage client acquisition, budgeting, scheduling, and problem-solving.

INTERESTS

Travel

Mindfulness

Video Games

Photography

Nutrition

Crafting