


CONNIE CHEN

PROFILE

I'm a Senior Media Campaign Coordinator from New York City. I have 4 years of work experience in graphic design, web design, video editing, media sales coordinating, and media planning. I aspire to be a media manager.

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 Chen-Connie.com

EDUCATION

BACHELORS OF ARTS

Emerging Media, Hunter College, New York
2017-2021

EXPERIENCE

DISH MEDIA, NEW YORK, NY

09/2023 - Present

Senior Campaign Coordinator

- Maintained strong communication and partnerships with clients: Audience Express, A4 Media, Cadent, Continuum, ITN, Intermedia, and Simulmedia.
- Lead weekly Dish-Cadent client calls, reviewing all campaigns in the planning and execution processes.
- Fostered good relationships with my AEs and the businesses by taking on unwired-linear planner duties while training campaign coordinators on linear order entry, billing, and client communication.
- Collaborated with targeting/attribution, traffic, ad ops, pricing and inventory teams in order to provide optimal client service.
- Updated the order tracker for all lines of the unwired business to improve clarity, organization, and efficiency.
- Managed International Programmatic Partnerships and International data reporting.

DISH MEDIA, NEW YORK, NY

05/2022 - 09/2023

Media Campaign Coordinator

- Supported multiple Account Executives and provided daily account management such as order entry, delivery, makegoods, invoicing and reporting for the Linear, Addressable, and Digital lines of business.
- Booked orders that come into the company, tracking order entries, ensuring organization, and ingesting before pushing them with DealMaker Digital, Crossroads, and Tableau to reach start date requirements.
- Maintained and developed strong business relationships with clients and partners, providing great communication and help clients achieve their brand goals.
- Trained new hires in New York Office to get them up to speed on the company's workflow, software, responsibilities, and communication methods.
- Booked an estimated \$120M from 2Q22 to 2Q23 across Linear, Digital, and Addressable lines of business.

NEW YORK UNIVERSITY, NEW YORK, NY

01/2020 - 05/2022

Website Designer

- Overhauled the original outdated website for NYU Infant Action Lab and re-imagined a new modern design through Wix.
- Redesigned old graphics and videos through Adobe Photoshop, Adobe Premiere Pro, and Adobe Illustrator.
- Revamped the website with PDF files linking to the new publications published by those involved within the Infant Action Lab.
- Collaborated with NYU Infant Action Lab research staff to discuss the desired final site, communicated through Zoom conference calls with the Julius Silver Professor of Psychology and Neural Science for approval of changes.
- Design mobile site for lab for easy navigation on any mobile devices through Wix's software.

WARNER BROS. DISCOVERY, NEW YORK, NY

06/2021 - 08/2021

CNN Image & Sound Intern

- Cut highlights from an archive of previously aired CNN shows for the new CNN Image & Sound Reel.
- Aired gfx edits created on Adobe AfterEffects from "Outfront with Erin Burnett" show.
- Created soundbites, vo, stillstring, and donut edits for Anderson Cooper 360, Chris Cuomo Primetime, Fareed Zakaria GPS, HLN, and Outfront with Erin Burnett based on the requests from producers.
- Edited packages on Adobe Premiere for CNN Primetimes and Don Lemon for air.
- Designed a graphic email template for CNN's LINK's weekly email blasts and wrote an article on COVID-19 at the Tokyo Olympics 2020 for the CNN LINK website.

SKILLS

CLIENT SERVICES

MICROSOFT SUITE

MEDIA PRODUCTION

SALES MANAGEMENT

GOOGLE SUITE

HTML/CSS

MEDIAOCEAN SOFTWARE

CREATIVE STRATEGY

ADOBE SUITE

ADVERTISING SALES

MEDIA PRODUCTION

QUADLINGUAL