

# Kaitlyn N. Brouillet

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## PROFESSIONAL EXPERIENCE

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### **Warner Brothers Discovery, Chicago, IL (Remote) & New York, NY**

*Product Manager, Ad Product & Innovation*

April 2021-Present

- Identify and define revenue growth opportunities by analyzing first party data, consumer needs, and marketplace trends
- Translate product strategy into business model, use cases, technical requirements, product roadmap, and go-to-market plans
- Drive stakeholder alignment among Engineering, Marketing, Sales, Production, Operations and Third-Party vendors in the development, QA, and release of ad products across Linear TV, Digital Video, Display, Audio, and Social endpoints
- Increased QR Code Ad Product Click-Through-Rate by 27x through collaboration with Marketing and Programming to launch enhanced QR code features, optimize on-air positioning, and secure “test and learn” advertising partners
- Identify process inefficiencies and implement solutions by collaborating with cross functional teams to ensure efficient use of Engineering, Sales, and Operational resources

*Account Manager, Podcasting Sales*

March 2020-April 2021

- Launched the podcast account service team and developed scalable processes to set the business up for long term growth
- Established reporting by collaborating with Yield Management, Finance, and Sales using Operative One, Triton, and Looker
- Spearheaded creative production process by collaborating with Production and Operations to ensure efficient campaign execution while allowing the creative team to produce quality ad reads that fit both the voice of the talent and the advertiser
- Booked, maintained, and optimized podcasting campaigns and delivery for 60+ clients across 75+ shows
- Designed, conducted, and presented analysis of campaign successes, challenges, and opportunities to sales management
- Created training materials for future team members and the entire account service team

*Linear Account Coordinator, Direct Response*

September 2017-March 2020

- Booked and maintained television advertising campaign for over 35 clients across 9 television networks
- Analyzed and reorganized inventory daily by pulling reports and collaborating with the sales team to maximize revenue
- Communicated between Client, Sales, Operations, and Finance to ensure proper campaign execution
- Designed and conducted team project to analyze individual workload and brainstorm ways to divide work evenly among 7 account coordinators by leading meetings, collecting and organizing data, and presenting findings to management
- Trained new hires in account service workflow, software, and best practices for account stewardship
- Account Coordinator of the Quarter - 4Q18 and 3Q19
- Managed approximately \$58M in 2019, #1 overall booker in 2018 and 2019

### **Carat, New York, NY**

*Assistant, National Video Activation*

January 2017-June 2017

- Developed, managed, and executed multiple campaigns simultaneously by collaborating with the planning team, the client, and television networks while managing a budget, complying with legal obligations, and working under a deadline
- Researched and brainstormed opportunities for 11 brands that complement the story the campaign is going to tell while reaching the brand’s target market across multiple platforms, including television, social media, digital video, and print
- Analyzed media environment to determine which vendors will achieve the most efficient and high-impact performance

## EDUCATION & HONORS

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### **Binghamton University, State University of New York, School of Management**

Bachelor of Science in Business Administration

December 2016

Concentration in Management Information Systems

Major GPA: 3.5/4.00, Cumulative GPA: 3.4/4.00

- Binghamton University Scholars Program, a selective group of the top 2% of students at the University

## ADDITIONAL INFORMATION

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**Technical:** Proficient in Microsoft Office Suite, HTML, CSS, Looker; Experienced user in Photoshop, Illustrator, Dreamweaver, Audition, Operative One, and Google Analytics; Knowledge of InDesign, After Effects, SQL, and JIRA

**Certifications:** Microsoft Office Specialist – Excel, Word