

LEIGH WEINBERG

DIGITAL MEDIA MARKETING

I am a seasoned digital media professional with over 9 years of experience, focusing on paid partnerships, marketing, operations, sales and campaign management.



SPECIALIZATIONS

- Digital media
- Campaign management
- Sales management
- Integrated marketing
- Media Planning
- Digital strategy
- Copywriting
- Search Engine Marketing
- Social media
- Strategic partnerships
- Partnership relationships
- Creative ideation

WORK EXPERIENCE

Senior Manager, Client Services

MOTHERLY
SEP 2020 - OCT 2022

- Streamlining & improving processes to work successfully cross-functionally
- Creative ideation for proposals and campaigns including media planning and keynote deck design
- Project management for custom branded content designs
- Analyzing campaign performance and creating a wrap deck that provides strong insights & recommendations to help secure repeat business


Senior Partnership Marketing Manager

TINYBEANS
MAR 2020 - SEPTEMBER 2020

- Streamlining & improving processes with the integration of Red Tricycle and Tinybeans
- Manage day-to-day client communication with six-figure partners, ensuring all needs are met and campaign launch is timely
- Work with a larger sales team & higher volume RFPs, creating competitive media plans
- Creative ideation for proposals and campaigns
- Analyzing campaign performance and creating a wrap deck that provides strong insights & recommendations to help secure repeat business
- Project management for new & existing product ideas across both Red Tricycle and Tinybeans

CONTACT INFORMATION

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EDUCATION BACKGROUND

San Francisco State University

BA IN PRINT & ONLINE JOURNALISM,
CLASS OF 2013

- Online editor for SFSU's magazine *Xpress*
- Minor in International Relations
- 3.5 GPA

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FUN FACTS

- I'm a mom to an almost 5 year old girl and a 1-year-old boy.
- I consider myself a hardcore SF Giants fan
- I have a mommy blog madetomommy.com
- I have two cats and a dog
- My favorite color is blue, but I dig purple, too
- My favorite type of food is mediterranean

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LinkedIn: [@leighwalkerweinberg](https://www.linkedin.com/in/leighwalkerweinberg)

WORK EXPERIENCE CONT.

Senior Ad Operations Manager

RED TRICYCLE
JUL 2018 - MAY 2020

- Red Tricycle was acquired by Tinybeans (TNY ASX) in February 2020
- Promoted to senior leadership position and managed one direct report
- Ran and organized the ad operations department ensuring 100% campaign deliverability and optimization
- Led and managed programmatic partner to ensure substantial increase in remnant ad revenue

Advertising Manager

RED TRICYCLE
OCT 2017 - JUL 2018

- Promoted to advertising manager to oversee entire advertising department
- Planned and executed company's first sales conference
- Streamlined sales processes, allowing for independent sales reps to focus on bringing in local and national revenue
- Led creative ideation processes and strategic pricing during proposal process
- Ensured 100% campaign deliverability, including optimization

Digital Account Manager

RED TRICYCLE
SEPT 2016 - OCT 2017

- Recruited by CEO to overhaul digital media processes, resulting in 40% improvement in campaign deliverability
- Managed day-to-day relationship with company's largest client, which grew over three years to represent 30% of company's revenue
- Worked with key stakeholders, including ad operations, product, engineering and marketing, to ensure client KPIs were met