

CONNIE CHEN

PROFILE

A well-versed, passionate, and committed professional with an extensive history of exceeding expectations within the media environment. Highly proficient in the advertising ecosystem with a focus on Linear and Addressable Campaign Management. A dependable and driven team player that strives to always learn and collaborate.



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Chen-Connie.com

EDUCATION

BACHELORS OF ARTS

Emerging Media, Hunter College, New York
2017-2021

EXPERIENCE

AMPERSAND, NEW YORK, NY

02/2025 - Present

Manager - Addressable Campaign Management

- Lead and manage a team of 7 Campaign Managers for the Addressable business to ensure the best effort on order entry to invoicing, campaign set up, execution, and reporting are met.
- Build and maintain relationships with Ampersand's MVPDs (Comcast, Cox, Altice, Spectrum, and Verizon) to establish strong working relationships between the teams.
- Provide leadership and guidance to the Campaign Managers to promote continuous learning on documentation processes, campaign troubleshooting, billing discrepancies, and workflow optimizations.
- Collaborate with multiple Ampersand teams (AAA, Billing, Account Management, Data, Product) to identify areas for process improvements and to make workflow adjustments.
- Assist the Addressable Management team on providing vital resources to Campaign Managers, lead new hire trainings, and insure smooth on-boarding efforts.

DISH MEDIA, NEW YORK, NY

09/2023 - 02/2025

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 \$440M from 2Q22 to 1Q25 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.

SKILLS

CLIENT SERVICES

SALES MANAGEMENT

MEDIAOCEAN SOFTWARE

ADVERTISING SALES

MICROSOFT SUITE

GOOGLE SUITE

ADDRESSABLE CAMPAIGN MANAGEMENT

LINEAR UNWIRED CAMPAIGN MANAGEMENT