

CONNIE CHEN

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Work experience

MANAGER ADDRESSABLE CAMPAIGN MANAGEMENT

Ampersand / New York City, NY

02/2025 – present

- Lead, manage, and mentor a team of 7 Campaign Managers, ensuring timely and accurate order entry, campaign set up, execution, and reporting.
- Build and maintain relationships with Ampersand's MVPDs (Comcast, Cox, Altice, Spectrum, and Verizon) to establish strong working relationships between the teams.
- Drive continuous learning by providing leadership and guidance to Campaign Managers on pacing documentation, troubleshooting, billing reconciliation, and workflow optimization.
- Partner with internal teams (AAA, Billing, Account Management, Data, Product) to identify and implement workflow improvements.
- Oversee onboarding and training for new hires, ensuring smooth integration and consistent performance within the first 90 days.
- Utilize advanced Excel skills (Pivot Tables, formulas, data modelling) to analyse campaign performance and identify trends.

SENIOR MEDIA CAMPAIGN COORDINATOR

Dish Media / New York City, NY

09/2023 – 02/2025

- Built and maintained strong client relationships with Audience Express, A4 Media, Cadent, Continuum, ITN, Intermedia, and Simulmedia, driving repeat business and client satisfaction.
- Led weekly Dish–Cadent calls to review all active campaigns, ensuring seamless planning and execution with minimal errors or delays.
- Took on additional unwired-linear planning responsibilities, further supporting my Account Executives while training Campaign Coordinators on order entry, billing, and client communication.
- Partnered with targeting and attribution, traffic, ad ops, pricing, and inventory teams to deliver optimal campaign performance and client outcomes.
- Improved clarity and organization by redesigning the order tracker for all linear unwired planning, boosting efficiency across the team.
- Managed international programmatic partnerships and delivered accurate data reporting for global campaigns.

MEDIA CAMPAIGN COORDINATOR

Dish Media / New York City, NY

05/2022 – 02/2023

- Supported 4 Account Executives across Linear, Addressable, and Digital lines of business, managing order entry, delivery, makegoods, flowcharts, invoice adjustments, bookending, and reporting.
- Oversaw orders in Deal Management Platforms (Mediaocean), ensuring accurate ingestion, tracking, and organization during manual setup to guarantee smooth campaign launches.
- Expert in real-time problem-solving during the booking phase of orders, troubleshooting all orders to ensure all errors were resolved for campaign launch.
- Built and maintained strong client and partner relationships, providing clear communication and strategic support to help brands achieve their goals.
- Trained new hires in the New York office, onboarding them to company workflows, tools, and client service best practices.
- Booked \$440M+ in revenue from 2Q22 to 1Q25 across Linear, Digital, and Addressable channels.

Education

BACHELOR OF ARTS IN MEDIA STUDIES

Hunter College / New York City, NY

2017 -- 2021

Skills

Client Services - Advertising Sales - Linear Campaign Management - Mediaocean - Tableau
Sales Management - Addressable Campaign Management - Microsoft Suite - Google Suite