

ABOUT ME

I'm a results-driven, highly organized, accomplished Paid Media specialist with 4+ years of experience. I consistently exceed client expectations, goals, revenue and profitability targets. I'm inspired to build productive teams, develop talent, and create an over-achieving, client-focused culture. I'm passionately interested in serving MDS, the growth of our service offerings and our external customers.

CONTACT

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- adampesposito@gmail.com
- linkedin.com/in/adamesposito

EDUCATION

BSU

Marketing
2009-2012

Capital High School

HSD
2007

SKILLS

- Microsoft Excel
- SalesForce
- Microsoft Teams
- PowerPoint
- PLUS
- Data Analytics
- SEO
- Dataroma
- MDS Client Comm.
- Google Sheets
- Paid Media

Adam Esposito

Lead Paid Media Consultant | MDS | Aquent

OBJECTIVE

I have extensive experience working as an independent contractor for Aquent Studios. During my time with Aquent Studios I've had the opportunity to work on several Marriott International engagements. Most impactful was the opportunity to work with MDS directly. Over the years, I've obtained vast knowledge pertaining to MDS service offerings, products, and initiatives. It has been a long-standing goal of mine to join the MDS team as a full time employee.

WORK

Lead Paid Media Consultant Jul 2022 - Current
Aquent Studios | Boise, ID (Remote)

- Create and Manage various SOP's and Resource Aids to ensure accurate Paid Media processes are followed.
- Consult and advise 88 Marriott Hotels globally on their Paid Media strategies.
- Engage in the continued training and development of Marriott's Paid Media Consultants.
- Manage PLUS 'Bug Que' cases and PLUS platform escalations for various MDS product offerings.
- Create reporting deliverables and system efficiencies to manage large portfolio sizes and campaign optimizations.

Paid Media Consultant Jan 2022 - JULY 2022
Aquent Studios | Boise, ID (Remote)

- Develop Digital Media Plans for Marriott hotels enrolled in MDS.
- Consult and advise 122 Marriott Hotels globally on their Paid Media strategies.
- Manage PLUS 'Bug Que' cases and PLUS platform escalations for various MDS product offerings.
- Answer Plus Media Project Manager questions + Sharing PLUS specific knowledge within the MDS community.

SEO Specialist Mar 2021 - Jan 2022
Microsoft | Boise, ID (Remote)

- Monitored and Improved the site performance of Support.Microsoft.com and Templates.Office.com
- Evaluated patterns in search (Popular Search Queries) for Microsoft Services.
- SEO Keywords, Meta Description, and on-page content research + suggestion + implementation + analysis.
- Anchor text research + implementation + competitive analysis using BrightEdge software.
- Manage + Interpret large data sets to make recommendations to improve discoverability, click-through, and site visits.

WORK CONTINUED

Paid Media Analyst

Oct 2020 - Mar 2021

Aquent Studios | Boise, ID (Remote)

- Bi-Weekly manually optimized 200+ PLUS Digital Media Plans for Marriott properties.
- Review performance across Display, Paid Social, Paid Search, Expedia TravelAds, and other outlets.
- Utilized market data and campaign analytics to develop insights and action items to drive acquisition and revenue back to the properties.
- Create, monitor, and delivered various reporting analytics back to the properties on a weekly, monthly and quarterly basis.
- Participated in various beta-tests relating to PLUS product enhancements and addition of new Paid Media channels and tactics.
- Created many widely adopted system efficiencies to manage large portfolio sizes and campaign optimizations.

Proof Reader

Aug 2020 - Oct 2020

Aquent Studios | Boise, ID (Remote)

- Proof read a vast array of enrollment and disenrollment plans for Anthem BlueCross BlueShield for informational accuracy and consistency.
- Utilized Office 265 and Adobe Acrobat Pro to copy + edit + fact check proofing tasks assigned.
- Created and contributed to various project-specific style sheet templates.
- Performed full-read word-for-word analysis of client submitted materials and client-facing Anthem BlueCross BlueShield deliverables.

SEO Specialist

Apr 2020 - Jul 2020

Microsoft | Boise, ID (Remote)

- Monitored and Improved the site performance of Support.Microsoft.com and Templates.Office.com
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Elevated Team (Web Design)

Feb 2019 - July 2019

Aquent Studios | Boise, ID (Remote)

- Implemented new website content and content migrations for Marriott properties.
- Utilized OpenText Web Experience Management (WEM) systems to drive content creation and migration.
- Adhered to strict QA guidelines and policies pertaining to web-design and on-page site content.
- Developed a strong understanding of Marriott ecosystems and content feed processes including Leonardo and DAC management.
- Established a vast knowledge of (WEM), CMS, cross-browser compatibility, and Marriott content standards.

2022

NPS ALL STAR

(55+) 10's since 03/09/22

PLUS REVENUE

Highest revenue earning PLUS portfolio with over 14.3M generated in 2023

10,000+

Completed over 10K PLUS DMP optimizations

INTERNATIONAL

Paid Media Experience



REFERENCES

Available Upon Request