



Breckon J. Anthony Lewis

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SUMMARY OF QUALIFICATIONS

An integrated media manager in Manhattan, with 7 years of experience working in digital advertising operations & client strategy, most recently as part of the largest independent performance marketing firm in North America, Tinuiti, Inc. I'm enthralled by the development and execution of advertising strategy, especially in the lower funnel. I'm a trained statistician, with experience leveraging industry-standard analytics tools to execute campaigns fueled by customer data and optimized for maximum efficiency.

EXPERIENCE

Tinuiti, Inc, Salt Lake City, Utah

October 2019 – Present

- Manage approx \$15 million in adspend/per mo across 5+ channels, while directing several specialized channel teams
- Leverage Tableau & Google Analytics to discover optimization opportunities, report on performance, & inform strategy
- Lead all cross-division communication, projects, & deliverables both internally and externally across multiple client accts

Overstock.com, Salt Lake City, Utah

January 2017 – August 2019

- Manage over \$5 million in partner marketing budgets, for a portfolio of 15-20 high profile client/vendor accounts.
- Coordinate & deploy 200-500 client-funded advertisements per week across the Overstock.com website as well as on several external social media, search, programmatic display, and third party affiliate advertising platforms.
- Create advanced Excel spreadsheet tools to keep client requests, ad meta data, & campaign reporting exquisitely organized.

BJA Marketing Group, Salt Lake City, Utah

August 2016 – August 2019

- Founded a student-run digital advertising agency alongside five other University of Utah business students.
- Managed SEO, search, display, social media, and sponsored products campaigns for 24 separate client accounts
- Utilized Salesforce/Looker CRM data to develop targeted digital marketing campaigns focused on client-specified KPI's

BYU Creative Marketing, Provo, Utah

August 2015 – January 2017

- Design promotional material (print & digital) for both local companies, and departments on the BYU campus
- Develop campaign strategy & associated creative to meet client needs (tradeshow events, digital campaigns, OOH, etc.)
- Manage each project from initial client consultation, through production to final product delivery
- Coordinate all photography, programming, printing, and production for each project or campaign

EDUCATION

University of Utah

August 2017 - May 2019

Bachelor's of Science: Business Marketing, Minor in Statistics

Salt Lake City, Utah

- 3.98 GPA, Graduating magna cum laude
- Entrepreneur Club Liaison
- Recognized as a Business Transfer Scholar
- Recipient of Academic Transfer Scholarship
- David Eccles School of Business Student Government – Blinc. Marketing Officer

Brigham Young University

June 2013 - December 2016

Associates of Business Management: Emphasis in Marketing, Minor in Statistics

Provo, Utah

- 3.96 GPA, (Top 10%)
- Recipient of full tuition Academic Scholarship (2013-'17)
- Transferred from BYU in 2017 on my own accord to pursue an institution better aligned with my personal values.

University of Oxford

June 2016 – August 2016

Semester Exchange Program – Social Enterprise

Oxford, United Kingdom

Studied social innovation and business management at Oxford's Saïd Business School through a study abroad program. Participated in the 2016 Oxford Business and Poverty Conference, 2016 Oxford Education Weekend, and was a member of the student team that began the Personal Finance Employee Education Fund (PFEEF) in the United Kingdom.

Institute for Field Research Expeditions

May 2014 - June 2014

Voluntary Representative Research Assistant

Kasoa, Ghana, West Africa

Participated in a five-week research program volunteering at the Good Shepherd Orphanage & School. Worked 60+ hours per week as a caretaker and teacher. Studied the native culture and the tribal language, Twi.

SKILLS

- Advanced Project Management
- Adobe Creative Cloud (Illustrator, Photoshop, InDesign)
- Agency Relations & Client Services
- Data Analysis (R, SQL, Vis Miner, Tableau, Excel)
- Online Retail Marketing (Incl. Shopping + Feed)
- Audience Strategy + CDP Management (Looker, Segment)