

Ezekiel Curtis

Vice President, Paid Media and Measurement Strategy

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📍 Philadelphia, PA 19103

STRENGTHS

- 🔗 **Cross Channel Planning**
Connected business goals with audience strategy, media choices, creative briefs, and investment plans. Teams gained a clearer path from brief to action.
- ♥️ **Measurement Leadership**
Turned priority questions into test roadmaps, dashboards, and useful recommendations. Colleagues often sought help making results actionable.
- 📊 **Financial Discipline**
Managed allocations, invoice checks, accruals, and reconciliation with care. Finance partners received cleaner records and fewer surprises.
- ➡️ **Regulated Collaboration**
Kept compliance and risk partners involved early in campaign work. That habit made reviews smoother and protected delivery momentum.
- 👥 **Executive Communication**
Presented performance evidence, segmentation findings, and strategic choices clearly. Senior leaders left reviews with decisions they could act on.

SKILLS

Paid media strategy

Small business marketing

Media planning

Campaign measurement

Budget management

Performance reporting

Campaign optimization

Financial reconciliation

Customer segmentation

Competitive analysis

SUMMARY

Vice president level **paid media** and measurement strategist with 12 years across **financial services**, **small business marketing**, integrated media planning, campaign management, and agency partnerships. Leads cross channel strategy, budget governance, measurement frameworks, **test and learn roadmaps**, and performance optimization in regulated, matrixed environments. Translates business goals into briefs, audience strategies, investment plans, dashboards, and actionable recommendations. Partners with analytics, finance, compliance, risk, creative, media agencies, and senior leaders to align priorities and deliver complex campaigns. Brings practical experience in customer segmentation, competitive research, invoice validation, reconciliation, campaign reporting, creative effectiveness analysis, and executive presentations. Connects learning agendas with performance evidence, helping leaders make sound investment decisions and support portfolio growth.

EXPERIENCE

Vice President, Media Strategy and Measurement

Keystone Business Finance 📅 April 2022 - Present 📍 Philadelphia, PA

Leads paid media strategy and measurement for business finance portfolios, guiding cross channel investment, learning agendas, reporting, and stakeholder decisions. Owns agency coordination, financial controls, regulated marketing partnerships, and executive communication across complex matrixed programs.

- Connected business priorities with audience plans, channel choices, briefs, and investment decisions.
- Built **test and learn roadmaps** that converted priority questions into future media choices.
- Created **dashboards** that turned campaign results into targeting and creative recommendations.
- Managed allocations, **invoice validation**, accrual reviews, and **reconciliation** with finance partners.
- Aligned analytics, finance, **compliance**, **risk**, creative, media, and agencies across regulated programs.
- Presented segmentation findings, competitive research, and performance recommendations to senior marketing leaders.

Senior Director, Integrated Media

Atlantic Merchant Bank 📅 January 2019 - March 2022 📍 Baltimore, MD

Directed integrated **media planning** and campaign measurement for banking portfolios, connecting business objectives with cross channel execution, financial governance, and optimization. Led matrixed teams and agency relationships through planning, assessment, reporting, and senior stakeholder reviews.

- Shaped integrated media plans around business goals, audiences, creative needs, and investment priorities.
- Established **measurement frameworks** that linked campaign evidence with planning and **optimization** decisions.
- Introduced **reporting** standards and dashboards for clearer performance reviews across stakeholders.
- Coordinated budget allocations, invoice checks, accrual reviews, and finance reconciliation.
- Partnered with compliance and risk teams on regulated campaign reviews and approvals.
- Presented strategic recommendations using segmentation, competitive research, and channel performance findings.

Media Strategy Director

Brightline Media Partners 📅 July 2016 - December 2018 📍 New York, NY

Led agency side media strategy for financial services and small business accounts, translating client goals into cross channel plans, measurement programs, budgets, and executive recommendations. Managed complex delivery across clients, analytics teams, creative partners, and media vendors.

Agency partnerships

Senior presentations

Project leadership

Relationship management

Marketing compliance

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Vice President, Media Strategy and Measurement at Keystone Business Finance (4.4 Years)

● Senior Director, Integrated Media at Atlantic Merchant Bank (3.2 Years)

● Media Strategy Director at Brightline Media Partners (2.4 Years)

● Media Planning Manager at Metro Consumer Financial (2 Years)

● Assistant Media Planner at Summit Advertising Group (7 Months)

- Translated client objectives into media briefs, audience strategies, channel plans, and budgets.
- Built test roadmaps that clarified learning priorities and informed later campaign investments.
- Developed performance dashboards that focused teams on **optimization** and creative effectiveness.
- Reviewed invoices and reconciled media spending with client finance contacts.
- Guided agency, **analytics**, creative, compliance, and client teams through campaign delivery.
- Presented business updates and performance reviews to senior client stakeholders.

Media Planning Manager

Metro Consumer Financial 📅 June 2014 - June 2016 📍 Newark, NJ

Managed media planning and campaign operations for consumer financial products, supporting audience strategy, budget stewardship, **performance measurement**, and partner coordination. Turned market evidence into practical channel recommendations and clearer reporting for marketing leaders.

- Planned cross channel campaigns that connected product goals with audience and channel decisions.
- Applied **customer segmentation** and competitive research during annual **media planning**.
- Tracked campaign performance through recurring reports and **optimization** recommendations.
- Validated invoices and supported accrual reconciliation with finance and agency partners.
- Coordinated creative, analytics, media, compliance, and risk reviews for regulated campaigns.
- Shared campaign findings and recommendations during marketing leadership reviews.

Assistant Media Planner

Summit Advertising Group 📅 October 2013 - May 2014 📍 Princeton, NJ

Supported agency media planning and campaign administration for financial services clients, contributing to research, channel planning, budget tracking, reporting, and partner coordination. Built foundational experience in **paid media** operations and client communication.

- Gathered audience and competitive research for integrated **media planning** assignments.
- Supported briefs with channel recommendations, audience details, and investment inputs.
- Updated campaign reports and flagged performance patterns for senior planners.
- Checked invoices and maintained spending records for agency account teams.
- Coordinated creative, media, analytics, and client review materials.
- Prepared concise performance summaries for client status meetings.

PROJECTS

Small Business Card Measurement Roadmap 📅 2025

Created a cross channel measurement roadmap for small business card marketing, connecting priority questions, audience segments, test design, reporting, and future investment decisions.

Regulated Media Dashboard Program 📅 2023

Built a reporting approach for regulated financial campaigns, bringing budget views, campaign results, creative findings, and senior stakeholder recommendations into one practical review process.

LEADERSHIP & AWARDS

- Measurement Working Group contributor, Financial Services Marketing Forum, 2022 to Present.
- Recognized by senior marketing leaders for clear performance reviews and actionable media recommendations.
- Selected to guide cross functional planning across finance, analytics, compliance, risk, and agency partners.

EDUCATION

Bachelor's Degree in Marketing

Rutgers University 🎓 GPA: 3.5 📅 2013 📍 New Brunswick, NJ

Coursework: Media planning, marketing analytics, consumer behavior, financial marketing

CERTIFICATIONS

- IAB Digital Media Buying and Planning Certificate 📅 2016
- Google Analytics Certification 📅 2021

TECHNICAL SKILLS

- **Paid Media Channels:** Search advertising, Social advertising, Display advertising
- **Measurement Platforms:** Google Analytics, Campaign dashboards, Performance reporting
- **Planning Methods:** Integrated planning, Cross channel planning, Media briefs
- **Testing Methods:** Test and learn, A B testing, Experiment roadmaps
- **Financial Processes:** Budget allocation, Invoice validation, Account reconciliation
- **Audience Analytics:** Customer segmentation, Audience strategy, Competitive research
- **Marketing Governance:** Compliance review, Risk partnership, Regulated marketing
- **Agency Operations:** Agency management, Media buying, Vendor coordination
- **Reporting Practices:** Executive reporting, Performance reviews, Measurement frameworks
- **Campaign Operations:** Campaign management, Creative effectiveness, Media optimization

PROFESSIONAL AFFILIATIONS

- Financial Services Marketing Forum, Measurement Working Group, 2022 to Present.
- Philadelphia Marketing Leadership Network, Member, 2020 to Present.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST