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# Christopher Cowan

## OBJECTIVES AND CAPABILITIES

Exploring a career change into a web content/marketing writing, publishing and/or editing role, while bringing my experiences with Analytics, Digital Ad Operations and Technical Account Management. My combination of published works, professional experience and education is unique. I offer a strong work ethic, diverse professional and personal experiences and a passion for the written word.

To expand my passion for publishing, writing and editing, I have created *CC Publishing* to provide manuscript editing and proofreading services for self-publishing authors. I also have a number of editing-oriented gigs on *Fiverr*. Finally, I write short-form content for my personal website.

My career shows that I can learn a variety of processes and technologies, coupled with a proven capability to work remotely, individually and within small or large teams.

I am experienced with a variety of web-marketing and advertising tools. My current university degree (complete in November 2020) provides skills for writing, editing and marketing environments such as journalism, feature articles, press releases, EDMs, blogging, social media and interviewing.

## PROFESSIONAL EXPERIENCE: SUMMARY

**Amobee, Jan 2020 – Nov 20**

Platform Associate

**Allegiant Media, Sep 2018 – Mar 2019**

Senior Account Manager (position redundant)

**SBS, Jun 2017 - Aug 2018**

Digital Ad Operations Manager

**Sizmek, Oct 2016 - Jun 2017**

Activation Manager (StrikeAd, Peer39)

**Commonality, Oct 2015 - Sep 2016**

Ad Operations Manager (position redundant)

**Provet, Nov 2014 - Oct 2015**

Website Support Officer (maternity leave contract)

**Quicksilver Digital P/L, Sep 2013 - Oct 2014**

Sole Trader, ADTECH contractor

**ADTECH, Jul 2009 - Aug 2013**

Customer Relationship Manager (position redundant)

**Microsoft Advertising, Apr 2008 - May 2009**

Atlas Rich Media Project Manager (position redundant)

Client Service Manager

**Facilitate Digital, Jan 2007 - Apr 2008**

Technical Account Manager

**Fairfax Digital, Sep 2003 - Dec 2006**

Ad Traffic Technical Coordinator

**Electroboard, Sep 2002 - Aug 2003**

Web Content Editor

**BT Looksmart, Apr 2001 - Aug 2002**

Ad Operations Manager (position redundant)

**OzEmail, Feb 1997 - Mar 2001**

Online Ad Traffic Administrator

Customer Service Team Leader (incl. Bus Sales team)

Sales Information Supervisor, Business Sales Rep

Sales Information Representative, StockWatch Support

## EDUCATION & PROFESSIONAL DEVELOPMENT

**Open Universities Australia, 2014 (complete Nov20)**
Bachelor of Arts (Professional Writing and Publishing)

**Open2Study, 2017**
Leadership - Identity, Influence and Power

**Cengage Education, 2008-2009**
Writing a Bestseller

**Dynamic Web Training, 2006**
Flash Video Development

**Dynamic Web Training, 2004**
Fast Track to Flash MX

**Cengage Education, 2002 - 2003**
Online Web Development

**Charles Sturt University, 1995-1998**
Bachelor of Computer Science

**Colyton High School, 1993**
Higher School Certificate

## EDITING, PROOFREADING AND WRITING

**Outside In Trusts No One, to be published 2020**
Proofreading co-editor.
http://www.atbpublishing.com/

**Outside In Trusts No One, to be published 2020**
Contributed essay.
http://www.atbpublishing.com/

**Outside In Gains a Soul, to be published late-2019**
Proofreading co-editor.
http://www.atbpublishing.com/

**The Pocket Book of Marketing and Sales, to be published 2019**
Editing/Proofreading/Re-writing. (as *CC Publishing*)
https://kimmallen.com/

**Bookwyrm: An Unauthorised and Unconventional Guide to the Doctor Who Novels, published 2019**
Proofreading co-editor.
https://www.atbpublishing.com/product/bookwyrm-an-unauthorised-unconventional-guide-to-the-doctor-who-novels-volume-1/

**Outside In Takes a Stab, published 2018**
Contributed essay.
https://www.atbpublishing.com/product/outside-in-takes-a-stab-139-new-perspectives-on-139-buffy-stories-by-139-writers/

**Outside In Takes a Stab, published 2018**
Proofreading co-editor.
https://www.atbpublishing.com/product/outside-in-takes-a-stab-139-new-perspectives-on-139-buffy-stories-by-139-writers/

**Outside In - Makes It So, published 2017**
Contributed essay.
https://www.atbpublishing.com/product/outside-in-makes-it-so-174-new-perspectives-on-174-star-trek-tng-stories-by-174-writers/

**Airborne, James Patterson, published 2009**
Contributed chapter.
http://www.digitaloz.com.au/2009/02/borders-online-james-patterson-campaign.html

## PROFESSIONAL SKILLS AND TECHNOLOGIES

- Advertising Solutions: Amobee DSP, LinkedIn Campaign Manager, Google Ads (AdWords), Bing Ads, Facebook Ads Manager, Google/Doubleclick for Publishers, Flashtalking, Cxense, Rubicon Project, Google ADX, MediaMath T1, Sizmek StrikeAd, Peer39, RadiumOne, ADTECH.
- Content Writing: various writing competitions, anthologies and article site, thefeaturespace.com (which includes SEO considerations).
- Web Design/Coding: HTML, CSS, JavaScript, Adobe InDesign, Photoshop
- CMS: Wordpress and DotNetNuke
- Marketing Platforms: Mailchimp, Google Analytics, Survey Monkey
- CRM and Other: SalesForce, Google Analytics, Google Docs/Sheets plus a wide variety of email and other Microsoft Office applications.

## PROFESSIONAL EXPERIENCE: DETAILS

**Platform Associate** *Amobee*, Sydney, NSW| Jan 2020 - present
- Ensure campaigns are set up correctly and on time in the Amobee DSP
- Optimise campaigns to maximize viewability and other campaign KPIs
- Conduct monthly billing operations for client campaigns
- Produce end-of-campaign reports for clients

**Senior Account Manager** *Allegiant Media*, Surry Hills, NSW| Sep 2018 - Mar 2019
- Managed relationships with key direct advertiser and media agency clients
- Ensured campaigns were set up correctly and on time
- Liased with global trading, reporting and analytics teams in Singapore, India, US and Canada
- Updated processes for managing campaigns and built customized report views for clients
- Worked closely with the sales team to build strategies for targeting new clients
- Produced end-of-campaign reports and QBRs for clients

**Digital Ad Operations Manager** *SBS*, Artarmon, NSW| Jun 2017 - Aug 2018
- Managed six Digital Campaign Managers
- Team managed $1.2 - $1.7million of digital campaign revenue each month
- Part of project management teams for the Google DSM replacement and new billing platform
- Developed and updated Digital Ad Operations processes to maintain KPIs and support the sales team
- Worked with Sales Reps to strategise campaigns for clients

**Activation Manager (StrikeAd, Peer39)** *Sizmek*, Sydney, NSW| Oct 2016 - Jun 2017
- Activate and support clients using Sizmek's mobile-specific DSP, StrikeAd.
- Work with StrikeAd development team to improve the product.
- Speak with clients and prospects regarding Sizmek's pre-bid contextual and brand safety solution, Peer39.
- Conduct certification processes for digital audio content owners for Sizmek Programmatic Audio.

## Ad Operations Manager *Commonality*, Sydney, NSW| Oct 2015 - Sep 2016

- Implemented and managed programmatic advertising campaigns, primarily using MediaMath's T1 system. Exposure to RadiumOne, DFP, Google Analytics, MailChimp, Minute-IT and Survey Monkey for various internal and client-facing purposes.
- Conducted campaign analysis and presented reports for clients and internal stakeholders.
- Produced campaign proposals in response to client briefs
- Wrote articles for the BetterElectricity blog.
- Wrote and managed EDM campaigns for a key client.

## Website Support Officer *Provet*, Sydney, NSW| Nov 2014 - Oct 2015

- Provide day-to-day support for 120+ vet websites previously built and hosted by Provet using DotNetNuke CMS.
- Troubleshoot website, domain and email issues.
- Manage monthly newsletters and subscriber base on behalf of vet clients.
- Build new MyVetDirect online shops for vets to sell Provet wholesale product direct to their customers.
- Support a selection of Provet-internal sites such as provet.com.au and vetzone.com.au

## Sole Trader *Quicksilver Digital*, Sydney, NSW| Sep 2013 - Oct 2014

- Contracted to ADTECH to support AU clients.
- Worked with the ADTECH reseller in AU market.
- Managed a selection of niche sites. Day-to-day tasks and experiences include content writing, online advertising, SEO/SEM, AdWords, AdSense, Facebook advertising and site, Wordpress, affiliate network advertising, website and domain purchasing and administration with web hosts.
- Sites included: quicksilverdigital.com.au, dadstheboss.com (a parenting blog), relaxindulge.today, masterchocolates.com (and matching Facebook site)

## Customer Relationship Manager *ADTECH*, Sydney, NSW| Jul 2009 - Aug 2013

- Drive client use of ADTECH IQ and associated ad serving technologies. Assess client use and needs then develop new solutions
- Prospect for new clients and then manage new client ad server migrations
- Provide client training and premium day-to-day client support
- Work with sales to find and respond to prospect requests for information

## Atlas Rich Media Project Manager *Microsoft Advertising*, Pyrmont, NSW| Nov 2008 - May 2009

- Promote the Atlas Rich Media product to media agency and direct advertiser clients
- Develop project plans for clients running large rich media display campaigns
- Support day to day rich display campaign operations with media agency and advertiser clients, creative agencies and publishers
- Increase Atlas Rich Media market share within APAC region

## Client Service Manager *Microsoft Advertising*, Pyrmont, NSW| Apr 2008 - Nov 2008

- Manager of the team supporting clients using Atlas' agency ad server (Atlas Media Console)
- Ensure staff traffic campaigns on behalf of clients in a timely and accurate manner
- Conduct Atlas Media Console training for staff and clients

- Manage regular work in progress meetings with clients

### Technical Account Manager *Facilitate Digital*, Sydney, NSW| Jan 2007 - Apr 2008

- Manager of the team supporting clients using Atlas' agency ad server (Atlas Media Console)
- Ensure staff traffic campaigns on behalf of clients in a timely and accurate manner
- Conduct Atlas Media Console training for staff and clients
- Manage regular work in progress meetings with clients

### Ad Traffic Technical Coordinator *Fairfax Digital*, Pyrmont, NSW| Sep 2003 - Dec 2006

- Primary creative support contact for advertising across the Fairfax Digital network of sites
- Primary creative support for Traffic Team
- Conducted testing and implementation of rich ads across the Fairfax Digital network of sites.  Third-party suppliers included Eyeblaster, Atlas, Doubleclick and Facilitate Digital amongst others
- Assisted sales team with technical creative proposals

### Web Content Editor *Electroboard*, St.Leonards, NSW| Sep 2002 - Aug 2003

- Make recommendations for structure and 'look and feel' changes to the ELECTROBOARD website along with updating product content on the site.
- Prepare copy for print media advertising in magazines and newspapers.
- Manage the Google AdWords and LookSmart online advertising campaigns, including writing ad copy and targeting them with the right keywords.

### Ad Operations Manager *BT Looksmart*, Surry Hills, NSW| Apr 2001 - Aug 2002

- Manage the implementation of the 24/7 and Engage ad servers on the BT Looksmart Japanese and Korean network of sites.
- Provide training and support for the local country sales teams.
- Assist Business Development create new sales opportunities through the extended use of the ad server.
- Consult with internal developers and product managers in regards to effective online advertising ads and campaigns.
- Also managing other BTLS products including Subsite Listings.

### Online Ad Traffic Administrator *OzEmail,* St.Leonards, NSW| Apr 2000 - Mar 2001

- Traffic, administer and report on advertising campaigns run across the OzEmail network of sites.
- Configure and analyse the OzEmail online network of advertising placements to ensure the best arrangement possible.
- Liase with 24/7 MTS (formerly Sabela Media) staff in regards to the ad server.
- Assist Site Producers and Developers in understanding the ad server, how to maximise revenue from their sites, and how to configure the ad code on each site.

**Customer Service Team Leader** *OzEmail*, St.Leonards, NSW| Dec 1997 - Mar 2000

- Traffic, administer and report on advertising campaigns run across the OzEmail network of sites.
- Configure and analyse the OzEmail online network of advertising placements to ensure the best arrangement possible.
- Liase with 24/7 MTS (formerly Sabela Media) staff in regards to the ad server.
- Assist Site Producers and Developers in understanding the ad server, how to maximise revenue from their sites, and how to configure the ad code on each site.

**Customer Service Bus. Sales Team Leader** *OzEmail*, St.Leonards, NSW| Jan 1998

- Maintained sales volume of $40000 per week.
- Managed four CS Business Sales Representatives whilst managing a 24x7 team for one month.
- Developed new programs to help increase sales volume.

**Sales Information Supervisor, Business Sales Rep., Sales Information Rep., StockWatch Support**
*OzEmail*, St.Leonards, NSW| Feb 1997 - Dec 1997

- Supported and trained Sales Information reps.
- Developed and maintained Sales Information rosters.
- Involved with Sales Information management decision making.

- Sold a range of intermediate business internet products over the phone - inbound.
- Consistently made sales of greater than $20000 per month.

- Provided information to inbound calling customers in regards to OzEmail and its products.

- Answered email, newsgroups and phone calls from customers of OzEmail's StockWatch service.
- Liaised with Sales Information in regards to changes in StockWatch features.

## REFERENCES

References can be provided upon request.