

Gatlyn Troutman

Experienced digital marketer leading strategy and execution of outcome-driven campaigns

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EXPERIENCE

Senior Strategist, Integrated Digital/Brand

September '21 – Present

Horizon Media, New York, NY

- Develop actionable strategy informed by evolving business needs and the competitive landscape
- Synergize across Display, Social, and SEM teams to execute a holistic plan tied to business KPIs
- Maintain thorough ownership over all aspects of Digital in reporting and day-to-day communications
- Establish test and learn strategies with benchmarks to drive incremental results and improve efficiencies
- Utilize competitive research and historical performance data to optimize channel and platform budgets

Strategist, Integrated Digital/Brand

January '21 – September '21

Horizon Media, New York, NY

- Managed two assistants, delegating responsibilities and developing their knowledge of digital media
- Collaborated across client and agency teams to ensure data needs are met through proper tracking
- Led planning process from vendor RFP, assessment, and negotiation of favorable terms to client pitch

Assistant Media Planner, Digital

September '19 – December '20

Horizon Media, New York, NY

- Served as main point of contact across two tentpole campaigns with distinct strategies and objectives
- Supported numerous incremental initiatives to increase scope during COVID, growing spend by 188%
- Owned weekly status and reporting, effecting optimizations across targeting, tactics, and messaging

Project Manager/Web Developer

June '18 – September '19

Sire Advertising, Selinsgrove, PA

- Consulted with clients to execute and evaluate digital prospecting and remarketing strategies
- Analyzed campaign performance and delivered reports identifying opportunities for growth
- Partnered with designers to develop creatives driving results while maintaining unique brand voice

Mobile Strategy Intern

June '17 – August '17

Horizon Media, New York, NY

- Coordinated with vendors to identify best available offerings in support of media objectives
- Followed updates in the digital sphere and developed decks on brand-specific implications
- Performed competitive analyses, noting industry trends and first-mover opportunities

KEY DIGITAL TOOL COMPETENCIES

- Analyzing large datasets within *Excel* using tools such as Power Pivot to gain comprehensive learnings
- Deriving audience and path-to-conversion insights from *Google Analytics* and *DCM*
- Pulling in-platform reports for ingestion into stakeholder-friendly *Tableau* and *Datorama* dashboards
- Owning tag trafficking and QA, including ad server updates in *DCM/Innovid* and ad verification in *DV*

EDUCATION

Bachelor of Science in Marketing

May '18

Susquehanna University (AACSB Accredited), Selinsgrove, PA

- Alpha Mu Alpha – Marketing Honor Society
- Alpha Lambda Delta – Freshmen Honor Society