

Collier Hammons

Collierhammons@gmail.com

(405) 306-0751

www.linkedin.com/in/collierhammons/

just-collier.com

Experience

Bloomberg Media NYC & Austin, TX
Head of Paid Social July '21 - Now
Paid Social Manager Mar '20 - June '21

- Global Head of Paid Social operations and efforts for Bloomberg.com, responsible for developing, validating and delivering solutions that helps Paid Media meet objectives across all stages of the funnel
- Strategize and execute the Bloomberg Media subscriptions go-to-market learning agenda and executional test & learn plan through A/B testing
- Own the newsletter acquisition work-stream, app install program, and registration wall development and subsequent on-boarding flow
- Act as the liaison for product, analytics, engineering, brand, and marketing, leading and innovating the existing media strategy for the subscriptions business
- Consulted and led all 3 brand campaigns for Bloomberg.com advising on creative and best practices
- Ideate and design thought leadership for senior leaders to inform and evangelize the work of the paid team, while highlighting opportunities to improve the program and business at large
- Lead and plan yearly marketing goals and KPIs for the paid media department
- Manage a multi-million dollar budget across multiple platforms while leading an agency team of 21

VMLY&R New York, NY
Media Planner, Paid Social Feb '19 - Mar '20

- Led Paid Social for the NY VMLY&R office
- Implemented and managed paid social for F-Factor, managed and planned for Butterball, Graber, Leviton and Tenet Health
- Assisted with implementation, troubleshooting, and strategy for marketing pixels and attribution
- Bridged communications and strategy amongst accounts, production, creative, strategy and the media for key accounts
- Distill analytic insights from all paid channels into bi-weekly client reports and recommendations
- Collaborated with creative to develop high performing assets by platform
- Collaborated with platform partners to innovate and grow campaigns through betas and A/B testing
- Participated in new business pitches, handling creating and delivery of recommended media plans

Additional Experience*

Universal McCann New York, NY
Portfolio Management Assoc. June '18 - Feb '19

McCann Worldgroup New York, NY
Global Strategy Intern June '17 - Dec '17

Spark Foundry Los Angeles, CA
Branded Content Intern June '16 - Aug '16

*Details available upon request

Education & Scholastic Honors

The University of Oklahoma

Gaylord College of Journalism

B.A. in Journalism, Advertising

Minor in Business, Enterprise Studies

Graduated: May 2017

2017 Outstanding Senior in Advertising

Awarded by the University of Oklahoma, Gaylord

College of Journalism and Mass Communications

2016 AAF Stickell Intern

Awarded by the University of Texas

Skills & Interests

Paid Social - FB, Twitter, LinkedIn, Snapchat, Reddit, TikTok, Pinterest

Demand Generation

Growth Strategy

Content Marketing

1st Party Data Collection & Utilization

Brand Marketing

App Marketing

Marketing Tech Implementation & Deployment Strategy

Data Analytics & A/B Testing

Google AdWords

Telmar / Simmons / ComScore / Kantar / GWI

Communications Planning

Media Planning

Lean Six Sigma Green Belt Certification

Gaming

References Available Upon Request