

# Jamie Hansen

## EXPERIENCE

### SOJERN - Omaha, NE

*February 2020- April 2020*

Customer Success Associate, Implementation

- Streamlined onboarding processes for global strategic accounts
- Finalized activation requirements for 75 new clients within the first 60 days in the role
- Managed client experience and effectively launched digital display, Facebook and search engine ad campaigns
- Collaborated to revise and publish documentation of internal processes

*January 2020*

Campaign Specialist

- Analyzed ad serving errors and reporting discrepancies to mitigate performance concerns
- Advised Account Management on targeting tactics and specifications based on client goals

*March 2019- December 2019*

Campaign Coordinator

- Ensured the setup and quality of over 7,000 digital advertising campaigns within DV360 through the implementation of assets, pixel creation, and troubleshooting
- Responsible for maintaining the performance metric reporting for over \$1.5 million worth of net revenue for Sojern
- Improved internal processes by developing a standard operating procedure for commission campaign set ups
- Served as the commission campaign subject matter expert and trained 8 team members on commission IO guidelines and best practices
- Partnered with TechOps team to create external guide for incorporating click tags in HTML assets

### HAYNEEDLE – Omaha, NE

*May 2018- January 2019*

Assortment Coordinator (Contract Position)

- Facilitated item and vendor set up process, communicated with vendor to ensure all details are provided to the Category team
- Assisted with attribute grouping and built merchandising packages from vendor data
- Managed on-site product presentation and catalog data to ensure optimized site experience on all platforms

402.215.1393



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## PROFILE

Creative, detail-oriented project coordinator with impeccable customer service and ability to work in a fast-paced environment. Excellent time management and organizational skills with a commitment to producing high quality end results.

- Facilitates an energized pace and positive environment
- Demonstrates extraordinary service, leading by example
- Exhibits strong assessment and decision-making skills

## EDUCATION

### Graduate Level Seminar Courses

University of Nebraska Omaha | Omaha, NE  
Business Leadership  
Business Ethics

### Bachelor of Science in Merchandising, Marketing Minor

University of Nebraska Lincoln | Lincoln, NE

### Merchandising Study Tour

University of Nebraska Lincoln | Paris, France and Milan, Italy

### Art History Study Abroad: British Art, Architecture & Collections

University of Nebraska Omaha | London, United Kingdom and Edinburgh, Scotland

## PRODUCT EXPERIENCE

Google Applications, Microsoft Office, DV360, DCM, Salesforce, Tableau, Xandr

## REFERENCES

### Katie Clark

Ad Operations Manager, Sojern.  
402.990.1785

### Katie Oliphant

Customer Success Team Lead, Sojern  
402.980.4112

### Kelsey Ribordy

Ad Operations Lead, Sojern  
402.690.0497