

# CHISOM EGWUATU

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## SKILLS & CERTIFICATIONS

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**DSPs/ SSPs / AdOps:** The Trade Desk (TTD), Xandr Invest, StackAdapt, Basis Technologies | Xandr Curate, OpenX, media.net, Index Exchange, Magnite | Google Tag Manager (GTM), AT tags, CM360 (reporting), DoubleVerify, IAB Brand Safety, Cuebiq (footfall attribution)

**Paid Social:** LinkedIn Ads, X (Twitter) Ads, Meta Ads, Instagram Ads

**Analytics & Reporting:** Excel, Tableau, DOMO, SQL, Python, PowerPoint, Google Slides

**Media Expertise:** PMP deal activation and troubleshooting, A/B testing, brand lift, audience modeling, attribution, media planning, RFP development, rich media, omnichannel campaign execution

**Certifications:** Data Analytics (Springboard, 2021), Marketing Foundations (The Trade Desk, 2021), LinkedIn Marketing Insider (2024)

## WORK EXPERIENCE

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### CivicScience

Remote

Programmatic Trader

October 2023 - Present

- Built the company's first pacing sheets, QA checklists, reporting templates, and campaign wrap decks, trained new traders on campaign management workflows; all frameworks now used as the standard across all accounts.
- Manage \$2.6M in ad spend across 16 clients on TTD, StackAdapt, Xandr Invest, and Basis, running omnichannel campaigns across Display, OLV, CTV, and Audio, exceeding all client benchmarks by at least 42%.
- Optimized campaigns across all accounts to consistently drive strong performance; highlights include reducing a QSR client's CPA 90% over 8 weeks and driving a streaming client's CPA from \$150+ to \$18.60, 62% better than goal.
- Recommended an audio strategy for an at-risk QSR client based on their on-the-go audience goals; CPA dropped 70% across 4 flights, securing a \$50K renewal on performance alone.
- Expanded a client into additional channels, ran several A/B tests on creative copy, and implemented remarketing with Dynamic Creative Optimization (DCO), increasing add-to-cart actions 107% and attributed sales 50% within one month.
- Ran paid social campaigns on LinkedIn and X that generated 40+ leads and 3 client purchases targeting decision-makers in CPG, QSR, and beauty, resulting in a positive 2.6x ROAS.
- Built, troubleshot, and optimized PMP deals across Curate, OpenX, media.net, Index Exchange, and Magnite, consistently unblocking \$3K - \$100K/month in recoverable spend per deal.
- Responded to 10+ RFPs totaling \$3M+ in potential revenue, developing media plans in collaboration with sales and research teams aligned to client goals.

### The Trade Desk

San Francisco, California

Programmatic Trading Analyst

June 2021 - July 2022

- Exceeded KPIs by 15%+ for each client by managing pacing and optimizations for managed service campaigns, and sending optimization recommendations to self-serve clients across verticals, using Excel, SQL, and Tableau for analysis.
- Advised a portfolio of clients, including Walmart Connect and Yelp (budget > \$10M) on media strategy, audience segmentation, and budget strategies, for optimal conversion-based performance.
- Developed and presented insight decks and QBRs to internal and external senior stakeholders, securing monthly renewals >\$300K.

### UCSF (Center for Reproductive Health)

San Francisco, California

Data Analyst (Initially hired for Patient Coordinator)

January 2019 - June 2021

- Proactively identified an operational gap and built 3 Excel dashboards tracking coordinator performance; findings led executives to hire 2 additional staff, reducing patient response time by 2 days and improving satisfaction scores 15% in one quarter.

## EDUCATION

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### Hult International Business School

San Francisco, California

Masters (M.Sc.) in International Business (Business Analytics Specialization)

September 2022 - August 2023

- Summa Cum Laude | Dean's List | \$20K in Scholarships | VP, Brains in Business Club | SQL, Python, Tableau

### Minerva University

San Francisco, California

Bachelor's (B.Sc.) in Natural Science and Social Sciences (Dual Degree)

September 2015 - May 2019

- Youngest (age 15 at enrollment) of the Inaugural Class (acceptance rate < 1%) | Class Representative | Lived and studied in 6 global cities (San Francisco, Berlin, Buenos Aires, Seoul, Hyderabad, and London). Concentrations: Cells and Organisms (Natural Sciences); Cognition, Brain and Behavior (Social Sciences)