

DIGITAL MEDIA

Careers for STEM Students

About Me

- Master of Business Administration (MBA) in Management | William Paterson University
- Bachelor of Arts in Computer Science | Rutgers University | New Brunswick, NJ
- Global Chief Technology Office at Neo Media Word, a Global digital advertising agency headquartered in NYC
- EVP, Global Operations, VP, Product Management & Director of program management at an AdTech company in NYC
- Programmer and Project manager in Publishing and Pharmaceutical companies NY, NJ

Today's Discussion

- The Agency Lumascope: WPP Example
- Where does Neo fit in?
- What is media?
- What are roles within Neo?
- What STEM roles are available?
- Career progression
- How to apply

Back
to
SCHOOL

PAID DIGITAL MEDIA 101

• MINI CO-WORKER EDITION

• APRIL 2020





Hi! Today's lesson...

1. What is advertising?
2. What is digital paid media?
3. Where do you see it?
4. What do the parents do all day?
5. Why is it important?

Yabba
Dabba
Doo!



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characters and elements © & ™
Hanna-Barbera. (s19). YABBA DABBA
DOO!™

FRUITY
PEBBLES

Yabba
Dabba
Doo!

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WHAT IS ADVERTISING?

Advertising is how a company encourages people to buy their products, services or ideas.

Think of your favorite cereal, have you seen an ad for it?



WHAT IS DIGITAL PAID MEDIA?

Digital paid media refers to the different places advertisers use to run ads.

Media helps advertisers connect to their audience.

WHERE CAN YOU FIND ADS?
EVERYWHERE.

HOW DO YOU KNOW?
THEY ARE MARKED AS AN “AD” OR HAVE
A LOGO ATTACHED.

There will be ad examples throughout the deck.
See if you can count them!

HINT: A DUCKIE WILL APPEAR LIKE THIS





WHAT IS PAID SEARCH?

Paid search ads are text, images or videos that you see when searching for something on an internet browser. Some examples are:

- Google
- Youtube
- Bing
- Safari

PAID SEARCH AD EXAMPLES...



MathAd SFX 040720
AdaptedMind

Fun Math Games
www.adaptedmind.com/Ma...
Ad · 0:59 · adaptedmind.com/math

Skip Ad ▶

0:05 / 1:05



1st Grade 2nd Grade 3rd Grade 4th Grade
5th Grade 6th Grade 7th Grade 8th Grade
Real learning can be really fun. AdaptedMind

Fun Math Games
Ad www.adaptedmind.com/Math
PLAY NOW



Up next AUTOPLAY

The Wizard of Oz | A Cosmic Kids Yoga Adventure!
Cosmic Kids Yoga ✓
1.3M views · 1 year ago
23:49

Teach Yoga This Summer
Learn Poses, Chakras, Pranayama, Nadis, Chants, Mudras, Ethics, Business of Yoga, + More
Ad courses.onlineyoga.school
VISIT SITE

Ruby Broom 🎃 | A Halloween Cosmic Kids Yoga Adventure!
Cosmic Kids Yoga ✓

Squish the Fish | A Cosmic Kids Yoga Adventure!
2,760,065 views · Apr 16, 2018
3.9K 734 SHARE SAVE



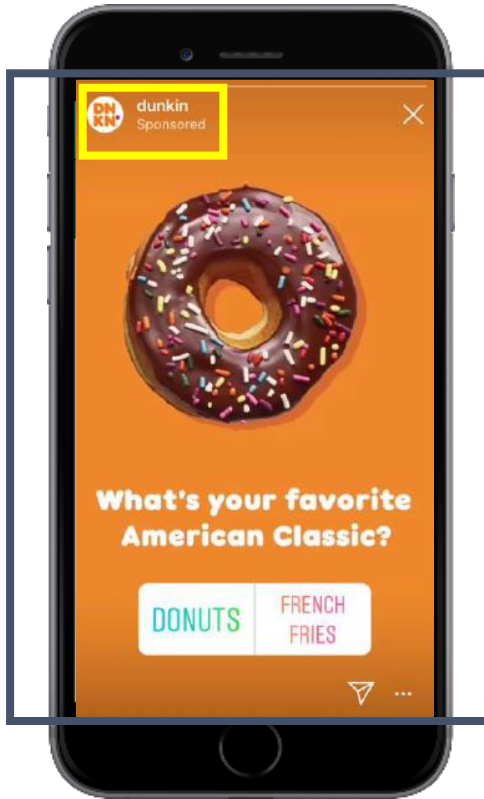
WHAT IS PAID SOCIAL?

Paid Social ads are images and/or videos that show up on social platforms like:

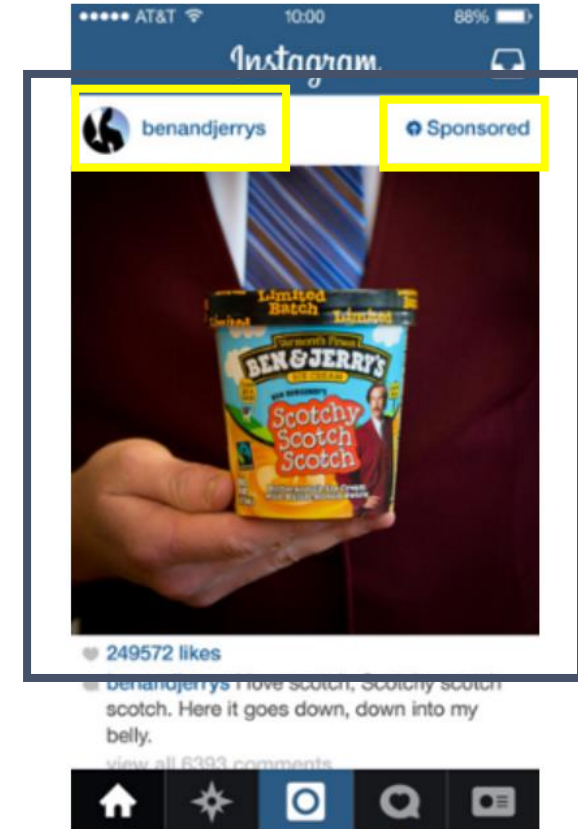
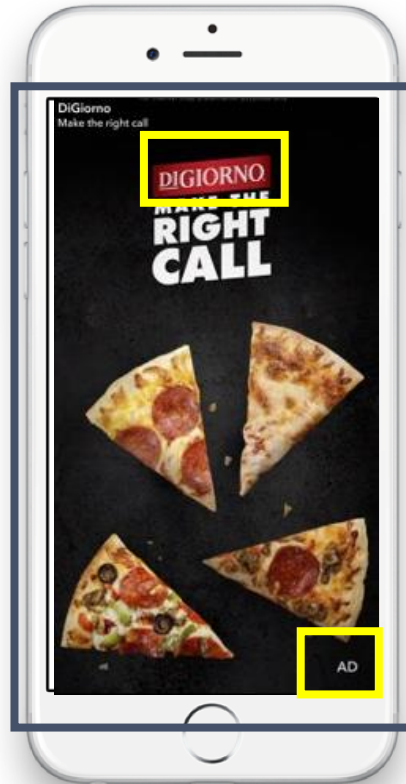
- Facebook
- Snapchat
- TikTok
- Instagram
- LinkedIn
- Pinterest

PAID SOCIAL AD EXAMPLES...

Facebook Polling Ads



Snap Ad



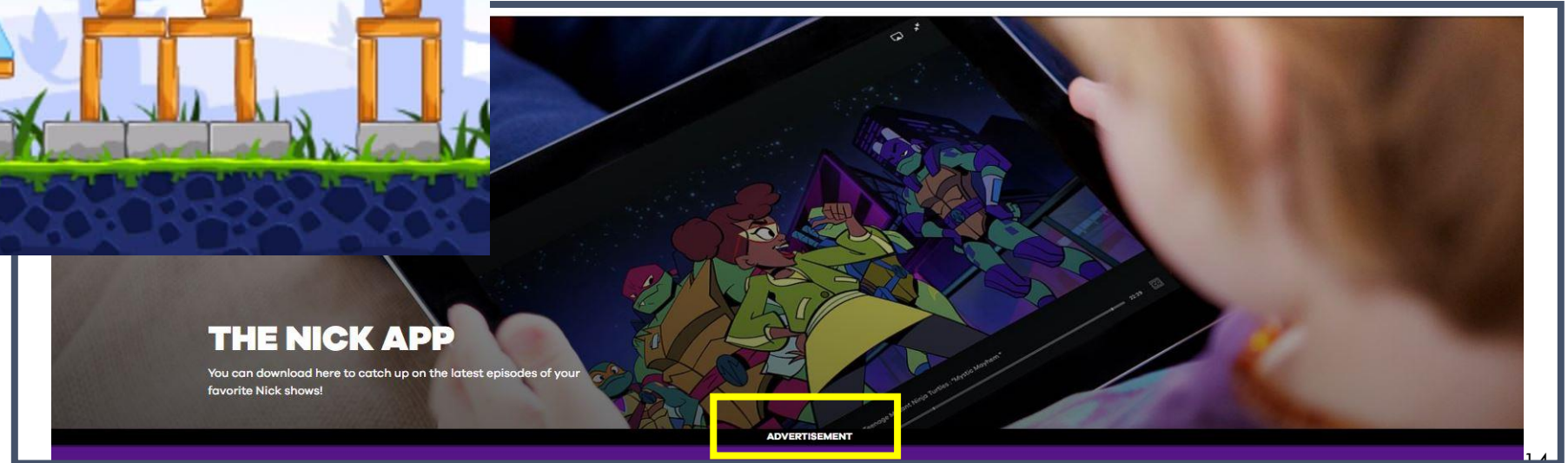


WHAT IS DISPLAY ADVERTISING?

Display ads are images or videos that appear across the internet. Some places they appear are:

- Websites
- In games

DISPLAY AD EXAMPLES...





WHAT DO THE PARENTS DO?

We put the pieces together!

Our goal is to help our clients determine the best media channels to use to reach their audience.



WHY IS IT IMPORTANT?

We connect the right people at
the right time.

We're excellent jugglers!
No really, test us!



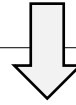
CONGRATULATIONS!!

You've completed the paid digital media 101!



How Neo Fits In

WPP

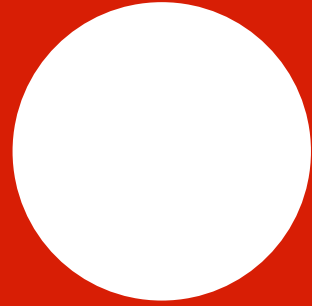


group^m



MINDSHARE





What is Media and What are the Categories?

Definition: the main means of mass communication (broadcasting, publishing, and the internet) regarded collectively

Media Categories



Managed by a media agency

PAID

Brand pays to leverage a channel

- TV, Radio, Print
- Paid Social
- Display Ads
- Paid Search
- Custom Content
- Sponsorships
- OOH (e.g. billboards)



Managed by brand / brand agency or content owners

OWNED

Channels a brand controls

- Corporate Website
- Mobile site
- Social Pages
- Blog



Driven by agency, brand and/or influencers

EARNED

When customers are the channel

- Shares
- Likes
- Follows
- Endorsements

Neo's Focus



PAID

Brand pays to leverage a channel

- Paid Search
- Paid social
- Custom Content
- Sponsorships
- Display Ads
- TV
- Print



OWNED

Channels a brand controls

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Digital Advertising Channels



PAID

Brand pays to leverage a channel

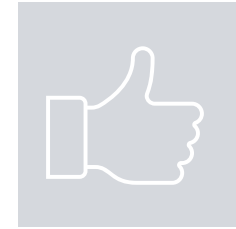
- Paid Social
- Paid Search
- Display
 - eComm/Retail
 - Programmatic
 - Site Direct



OWNED

Channels a brand controls

- Website
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- Social Pages
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EARNED

When customers are the channel

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Neo Digital Disciplines and Functions

DISCIPLINE EXPERTISE



Paid
Social



Paid
Search



eCommerce
& Retail



Programmatic
& Display



Affiliate
Marketing

FUNCTIONS



Media
Strategy, Planning & Buying



Operations &
Execution



Media
Analytics



Technology
Enablement



Financial
Management

Digital Discipline Overview

Discipline Expertise Search, Social, Programmatic

- In depth knowledge of the platforms for the specific channel (e.g. Google, Facebook)
- Set up campaigns in the platforms and optimize to ensure objectives are met
- Reporting & insights for that specific discipline
- Perform all buying functions from initial budgets through billing

STEM Roles within Neo: Media Strategy & Planning



FUNCTIIONS

- Media strategy
- Who is the target audience & how do you reach them?
- Where will adds run, and how much will we spend?
- Cultivate client relationships and ensure deliverables are met on time
- Work with discipline teams

OUTCOMES

- Campaign plan meets goals (Brand or performance)
- Client deliverables are on time
- Client satisfaction and relationship are good

CAPABILITIES

- Excellent communication skills with the ability to explain media to clients
- Ability to analyze data on digital ads performance
- Work closely with team members to meet deadlines
- Aptitude for always learning

STEM Roles within Neo: Operations and Execution



FUNCTIONS

- Project management
- Facilitation & Account Management
- Process development & management
- Enforce adherence to best practices
- Identify automation or process improvements
- Manage action plans and projects

OUTCOMES

- Improved efficiency in ways or working
- Drive quality in execution
- Enforce standards & governance

CAPABILITIES

- Ability to multi-task
- Strong organizational skills
- Creative problem solver
- Enjoy understanding and following processes
- Aptitude to learn new technology
- Aptitude to learn and understand details on multiple disciplines (search, social, etc)

STEM Roles within Neo: Media Analytics



FUNCTIONS

- Data analysis
- Manage data effectively to drive actionable insights
- Finding and sorting information quickly and efficiently
- Presenting information in a manner that is both easy for a lay-person to understand and is statistically sound

OUTCOMES

- Improved performance
- Easy to understand performance insights

CAPABILITIES

- Strong analytical orientation and experience/comfort working with multiple datasets
- Strong Excel skills (sorting data, pivot tables, advanced functions)
- Excellent communication and interpersonal skills
- Data manipulation and visualization platforms

STEM Roles within Neo: Technology Enablement



FUNCTIONS

- Technical project management
- Automate data processing
- Provide central repository of data for Analytics/Media team
- Validation of data feeds
- Ability to process “big data”

OUTCOMES

- Faster data processing
- Accurate data
- Improved processing for report visualization

CAPABILITIES

- Understanding of Data storage and query
- Programming Languages
- Understanding of information delivery and end user reporting needs
- Ability to multi-task
- Aptitude to learn new technology

STEM Roles within Neo: Finance



FUNCTIIONS

- Job estimate creation
- Monitor client budgets
- Client staff planning
- Ensure adherence to contract billing policies
- Develop monthly billing and reconciliations
- Financial analysis and reporting
- Forecasting and annual budget development
- Audit and SOX compliance

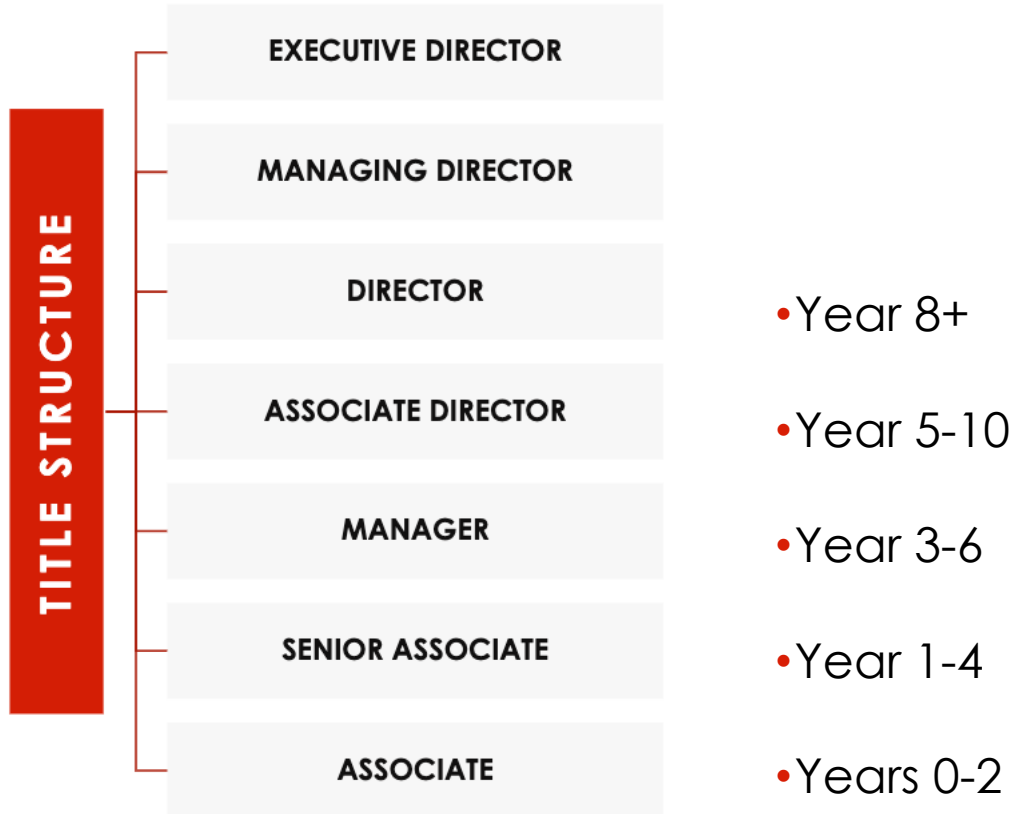
OUTCOMES

- Accurate financial reporting
- Audit compliance
- Accurate revenue forecasting
- Adherence to billing calendars

CAPABILITIES

- Strong organizational skills and detail-oriented
- Some financial background
- Adaptable to change and able to multi-task
- Strong math and analytical skills
- Advanced computer skills (Word, Excel, PowerPoint)
- Able to speak and write clearly and persuasively

Career Progression



Where To Apply



WPP: <https://www.wpp.com/people/careers/current-opportunities/current-network-opportunities>

GroupM: <https://jobs.jobvite.com/groupm-na/jobs>

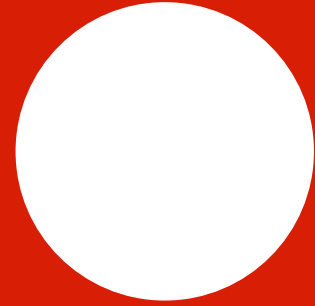
Neo: <https://jobs.jobvite.com/neo-media-world>

2022 Summer Internship Program: <https://jobs.jobvite.com/groupm-na/job/ocqyifwc>

Join a growing industry



US digital ad spending is expected to hit **\$239.89 billion** in 2022. This is a 13.6 percent increase from 2021, during which expenditure totaled \$211.20 billion. US ad spending on digital channels is forecast to continue rising over the next few years



Extra Slides





Stem Careers In Media



Analytics and
Insights



Operations and
Delivery



Platforms and
Technology



Project
Management

ASSOCIATE, INSIGHTS & ANALYTICS

• OVERALL PURPOSE

- Analysts are part mathematician, part author and part mentor who are expected to provide data driven research and performance insights in support of the media
- Three major facets to their role include:
 - Managing data effectively to drive actionable insights
 - Finding and sorting information quickly and efficiently
 - Presenting information in a manner that is both easy for a lay-person to understand and is statistically sound

• OVERALL KEY AREAS OF RESPONSIBILITY

- Partner closely with planning teams to measure the effectiveness of media campaign performance
- Manage extraction of data from multiple marketing/database platforms and perform hygiene and quality control steps
- Compile reporting deliverables and ad-hoc requests; assure all are completed accurately and provide timely status to senior analytics staff
- Generate insightful visualizations and performance dashboards to depict data
- Assist senior analytics staff with various projects including testing, advanced analysis, and research
- Retrieve raw data from 3rd party media tools and synthesize it into usable forms for media team usage

• QUALIFICATIONS

- 0-2 years experience in similar/applicable position or engineering, statistics, or marketing research-orientated degree
- Strong analytical orientation and experience/comfort working with multiple datasets
- Strong Excel spreadsheet skills (sorting data, pivot tables, advanced functions)
- Excellent communication and interpersonal skills
- Additional desirable skills include experience with data manipulation and visualization platforms

STAR QUALITIES

Demonstrated self-starter qualities with insatiable curiosity

Independent worker with ability to prioritize projects and meet deadlines, while delivering work accurately

Proactively identifies opportunities to solve problems and improve processes; takes initiative to drive efficiency and dig into observations

Thorough knowledge of media and associated platforms (e.g. ad server, DSP, syndicated research tools)

Keep up to date with the latest research –identify trends, new approaches etc.

Published at least one client analytical project, test or POV

Establishes collaborative relationships with media counterparts

ASSOCIATE/ANALYST

• OVERALL PURPOSE

- Associates are highly supervised by a Senior Associate and are required to assist in operational aspects of either finance, HR, account and/or project management. The Associate position is entry level and represents the start of a media operations career
- This position is essential to the day-to-day working with media account teams and requires an individual that works well in a team-based, fast paced, detail-oriented environment
- The Associate job is training-intensive. Aptitude for learning new skills (both technical and organic) and processes are essential. The Associate is expected to be an active participant, increasing participation over time, and also encouraged to contribute ideas and insights that will benefit our clients.

• OVERALL KEY AREAS OF RESPONSIBILITY

- Learn, understand and adhere to all documented processes (varies by discipline)
- Assist Senior Associate in documenting processes or financial management for the clients represented
- Attend client and client teams calls, capture meeting minutes and next steps
- Develop action item plans, track and work with stakeholders to ensure completion by due dates
- Escalate issues as needed
- Ask questions and continue to learn

QUALIFICATIONS

- Preferably some work experience or marketing-related internship
- Strong organizational skills and detail-oriented
- Some financial background for the finance roles
- Strong project management aptitude and/or skills
- Adaptable to change and able to multi-task
- Strong math and analytical skills
- Advanced computer skills (Word, Excel, PowerPoint)
- Able to speak and write clearly and persuasively

STAR QUALITIES

Strong command of end-to-end ad operations processes: from financial approvals through actualizations

Thorough understanding of media process, media department, and inter-department relationships

Resourceful and demonstrates the initiative to participate in advanced projects

Ability to work autonomously and demonstrating self-starter qualities

Ability to generate and present well-considered ideas and solutions

Deep understanding of server/tracker systems

Strong command of full billing process