

ELLAVESTER SEE

ellavester.com



9+ years of experience in the ad tech programmatic scene. Had fun, and still am having fun in the ever-changing space of new tech lingos everyday.

Recognized for collaborating cross-functionally to achieve business goals with a strong history of growing businesses in start-ups within the region.

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EDUCATION

- **University of Otago**
Feb 12 - Dec 13
Dunedin, New Zealand
Bachelor of Commerce
(Dean's List at the Otago Business School)
- **Ngee Ann Polytechnic**
Apr 08 - Apr 11
Singapore
Diploma in Tourism & Resort Management

STRENGTHS

- Strong leadership capabilities
- Experience in sales coaching and mentoring
- Ability to operate effectively in a fast-paced, team environment
- Has a strong drive for results
- Strong engagement and communication skills
- Consultative selling experience
- Can collaborate and influence in a "win as a team" environment
- Is a trusted advisor to the customers and colleagues

LOVES



IMPACTIFY

Partnerships Lead JAPAC MENA

- Grow the markets in JAPAC and MENA from scratch
- Lead sales growth through successful management, organizational planning, and execution
- Elevate client relationships at all business levels
- Manage the sales team to achieve greater performance
- Work with management to shape organizational strategy

SUBLIME

Senior Account Manager

- Manage and grow client portfolio within the group agencies and direct advertisers
- Manage revenue forecasting, lead generation activities and pipeline management
- Provide competitive and strategic information to support sales such as market pricing, competitor information

RHYTHMONE

Programmatic Trader

- Programmatic media buying across all channels using R1's proprietary platform and 1st party data
- Combine data analysis and optimize against campaign KPIs

OMNICOM MEDIA GROUP

OMD Programmatic Planner

- Handle programmatic strategy development, report delivery, campaign performance analysis and client communication for OMD's key clients: McDonald's, Malaysia Dairy Industries, Estee Lauder, Carlsberg, Tourism Australia and Hasbro
- Assist in annual business forecasting, pitches, awards entries and mobile development decks
- Manage agency-vendor relationships and creative solutions (Rich Media to DCO)
- Constantly work with new/ existing vendors to test and launch new programmatic products (first in market to launch programmatic audio and programmatic skin formats)

Airwave Mobile Programmatic Planner

- Handle mobile media strategy, planning, buying, production and creative services for local and regional OMD accounts

CNBC APAC (NBC UNIVERSAL)

Traffic Executive

- Manage advertising campaigns and sponsorship traffic
- Finalize the daily commercial transmission logs for broadcasting