

# LISA DOAN

1963 South Bedford Street Apt. 2 ● Los Angeles, CA 90034  
(858) 344-8102 ● l.doan.ms@gmail.com ● www.lisadoan.xyz

## WORK EXPERIENCE

---

### **DeviantArt (Subsidiary of Wix.com)**

*Director, Brand Partnerships*

[December 2017 – Present]

*Account Executive, Brand Partnerships*

[April 2016 – December 2017]

*Senior Account Manager, Brand Partnerships*

[January 2016 – April 2016]

- Active role in pricing strategy, profitability analysis, brand partnership marketing including sales materials (media kit & sales presentations), event promotion and ad product strategy
- Grew revenue by 110% and 116% YOY based on 2018 and 2017 sales activity, respectively
- Accomplished 166% of 2016 sales target
- Earned uncontested sales leader title for ten quarters
- Pitched/closed high profile campaigns with key accounts such as Blizzard Entertainment, Sony Electronics, NetEase Games, SYFY, Universal Pictures Home Entertainment, Bandai Namco, CD Projekt Red & Twitch
- Sold and executed first-to-market custom content programs including sponsored native articles, influencer-sourced branded landing pages, community polls, and produced video solutions on Facebook and Twitch
- Secured new and expanded agency/client brand partnerships by maintaining relationships with decision makers through impactful email & phone correspondence, client entertainment, and networking

### **HelloSociety (A New York Times Company)**

*Senior Account Manager*

[May 2014 – December 2015]

- Managed all post-sales influencer marketing client services including custom cross-platform executions, campaign management & wrap up decks to strengthen client relationships and ensure renewal business
- Helped develop pricing strategy with President & CRO and Head of Partnership Marketing across multiple social media platforms (Pinterest, Instagram, YouTube, etc.)
- Special projects lead for client facing & internal product development, sales consulting, and execution
- Supervised AM team of four to effectively manage campaign execution by conducting weekly execution meetings, relaying relevant tech, QA, pre-sales & post-sales processes, and acted as an escalation point

### **Turner Broadcasting**

*Digital Sales Assistant*

[May 2013 – May 2014]

- Collaborated with Sales Teams and Advertisers on the execution and performance of high impact media and sponsorships across multi-platform Turner Digital Entertainment properties
- Managed campaigns through monitoring delivery and implementing campaign optimizations across the following digital sites: Cartoon Network, Funny or Die, Adult Swim, TBS, TNTDrama, TruTV
- Managed all post sales activity for Nintendo, Dr. Pepper, Sony Pictures, Hyundai and Activision

### **Rubin Postaer & Associates**

*Media Network Group Assistant*

[May 2011 – April 2013]

- Collaborated with multiple networks on the national scale to negotiate and complete upfront/scatter buys on behalf of Honda National and La-Z-Boy clients; experience in Cable, Sports and Network Radio

## EDUCATION

---

### **San Diego State University**

[Graduated: May 2009]

Bachelor of Science, Business Administration Marketing, Specialization in Integrated Marketing Communications

## SKILLS

---

Google Analytics, ComScore, Quantcast, Moat, CRM, Influencer Marketing, Custom Content Strategy