

AMANDA RODRIGUEZ

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MARKETING SPECIALIST (GS-1101)

Department of Commerce (DOC)

Citizenship: USA

QUALIFICATIONS PROFILE

Forward-thinking and results-focused professional, with extensive experience in media and network advertising, ad inventory optimization, and revenue enablement. Adept at translating audience insights and media trends into actionable strategies to maximize revenue, minimize waste, and drive client experience. Known for proven leader in delivering high-performance commercial outcomes and balancing inventory monetization with client satisfaction, campaign performance, and internal operational excellence. Articulate communicator, bilingual in English and Spanish.

CORE COMPETENCIES

Campaign Performance Analysis | Audience Targeting and Segmentation | Cross-Platform Campaign Execution
Inventory Planning and Utilization | Forecast Inventory | Demand Planning | Upfront Negotiation | Sales Growth
Microsoft Office Suite (Word, Excel, PowerPoint, and Teams) | Dropbox | Google Workspace | Slack | Zoom

PROFESSIONAL EXPERIENCE

MAJOR MULTIMEDIA BROADCASTING CORPORATION, NEW YORK, NY

Network Ad Sales Inventory Manager | Hour per week: 40 | Annual Salary: \$XX, XXX 11/2012–12/2024

- Handled the strategic assignment of commercial time slots to maximize profitability while following all negotiated contracts and proposals as well as the placement of billboards, vignettes, and sponsorship campaigns.
- Briefed the Sales Team daily on commercial time availability opportunities and oversells.
- Collaborated with 55 network sales coordinators, network sales planners, and Ad Sales and Direct Response teams.
- Assessed company data to maximize resource allocation and inventory utilization in line with inventory thresholds and contractual obligations.
- Partnered with 15 sales representatives generating prospect brand proposals and securing approvals, while maintaining daily communication with four vital teams in charge of the company's profitability.
- Provided assistance to the Direct Response Team in filling future available commercial time slots and dealing with immediate inventory opportunities.
- Supplied account executives with researched data in support of upfront negotiations for both existing and potential clients.
- Ensured proper disbursement of client budget to meet contractual obligations through tactical allocation of inventory with national account planners.
- Worked with sales coordinators in delegating makegoods and re-expression packages of the Audience-Deficient Unit focused on ensuring profitable business operations.
- Maintained real-time tracking of ad space and inventory levels, along with management of inventory capacities by selling titles in the DealMaker platform.

CAREER HIGHLIGHTS

- ✓ Captured revenue opportunities through analysis and forecasting of sales opportunities, along with the development of avails that resulted to quarterly earnings of \$1M.
- ✓ Successfully sold inventory surpluses and boosted profitability through strategic management of inventory capacities and selling titles, along with offering of makegoods and re-expressions

Earlier Positions Held:

Executive Assistant | Hour per week: 40 | Annual Salary: \$XX, XXX

6 years and 8 months

Network Planner (Ad Sales) | Hour per week: 40 | Annual Salary: \$XX, XXX

4 years and 8 months

EDUCATION

Bachelor of Science in Media Production | SAMPLE UNIVERSITY, NEWTON, MA

Associate's Degree in Communications | SAMPLE UNIVERSITY, NEWTON, MA

TRAINING

Digital Marketing Course | Yale School of Management

AFFILIATIONS

Women in Leadership, *Univision Chapter*