

ELAINA POWLESS

// EXPERIENCE

Strategist, Wieden+Kennedy NY

Account: McDonald's (Canada, US, Global)
Steered various campaigns involving new products, app-acquisition, and value
Assessed past campaign learnings and data to optimize upcoming projects
Led allyship group across NY and PDX offices, bringing in various programming

JUL '22 - PRESENT

Junior Strategist, Wieden+Kennedy NY

Account: McDonald's
Provided consistent competitor research and industry analysis
Gave rationale and a guiding perspective for Famous Orders campaigns
Conducted research on an East Coast road trip, synthesizing quotes into insights
Played an integral role in writing an Effie-winning paper

SEPT '20 - JUL '22

Senior Media Investor, Wieden+Kennedy NY

Account: ABC Entertainment
Execute cross-platform video campaigns with minimal lead time
Collaborate with Strategists to create effective targets by show campaign
Use data-driven strategies to craft media buy and create conversion reports

JUL '19 - SEPT '20

Media Investor, Wieden+Kennedy NY

Accounts: P&G Secret, ABC Entertainment, Riot Games
Negotiated scatter linear buys for client with tight turnarounds
Monitored audience delivery of current TV buy using Nielsen C3
Handled monthly reporting; inclusive of MSA posts and invoice matching
Stewarded added value, organizing timing and negotiating executions

AUG '17 - JUL '19

Assistant Media Investor, Wieden+Kennedy NY

Accounts: P&G Secret and Old Spice
Secured key program placements within target viewership and campaign strategy
Reviewed flowcharts for upcoming inventory, meeting client weekly TRP goals
Communicated with networks on changes in creative campaigns

JUN '16 - JUL '17

Media Planning Intern, Merkley+Partners

Compiled research data on media/target for Sun Product Corp reports
Actualized 2013 Television GRPs, managed digital placement assets
Attended daily client and vendor meetings
Conducted research deep dive and campaign strategy for intern project

JUN '14 - AUG '14

Strategic Planning Fellow, 4A's Multicultural Advertising Internship Program

Accepted via a 4 month application process of top national talent
Attended weekly seminars at top NYC agencies
Completed webinar sessions: Data Track and Planners Parley

JUN '14 - AUG '14

// SKILLS

Microsoft Office Suite, Adobe Creative Suite
Nielsen TV View, MediaOcean DDS, DoubleClick, Google AdWords
Simmons, MRI+, Kantar, Salesforce, comScore, Qualtrics Survey
HTML, CSS, JavaScript, Wordpress Development
HootSuite, Twitter, Foursquare, Tumblr, Instagram

// EDUCATION

S.I. Newhouse School of Public Communications Syracuse University, Bachelor of Science: Advertising Minor: Information Management and Tech