Cimin Ahmadi Cohen 1023 Springdale Road, Suite 4E, Austin TX 78721◆
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Experience

Idea Peddler Austin, Texas
Founder & CEO January 2015-Present

Award-winning full-service advertising agency based in Austin, Texas.
Austin Business Journal's Best Places to Work 2022 Clutch Top 100 Fastest Growing Agencies Austin Business Journals Fast 50 growing companies Nominee Austin Business Journal Women in Business

Starcom MediaVest Group, A Publicis Company
Chicago, IL
Associate Media Director February 2013-January 2015

- Lead development and presentation of global media strategy for Fortune 500 clients including Microsoft and Best Buy
- Oversaw campaign execution for Microsoft B2B portfolio across all media channels. Day-to-day client contact for all US media planning and activation including digital, mobile, social, and offline channels
- Team subject matter expert on Mobile; developed and presented Mobile POV alongside SVPs and EVPs to 10+ Director-level and above clients. Created educational programs to raise team's mobile IQ including authoring a 30+ page Mobile Playbook, developing client-facing POVs and providing regular team education sessions
- Manage team of 4 direct-report planners and digital buyers as well as oversee eight people on offline buying and digital operations teams

Mindshare, A GroupM/WPP Company
Chicago, IL
Integrated Media Manager and Mobile Lead September 2011-February 2013

- Lead agency-wide mobile team focused on evangelizing mobile, including developing agency POV, disseminating latest mobile trends, and sharing research and best practices to the agency
- Lead online and offline planning and buying for Zurich Insurance, including building media strategy, liaising with and presenting to senior-level clients, and managing junior talent
- Support Director and Assoc. Director with account revenue management and maintenance, including developing and revising global contracts, revenue forecasts, and growing business YoY
- Train and support team of online and offline planners

Spiceworks
Austin, TX
Senior Online Account Manager 2009-2011

- Launched company's first mobile and video ad campaigns as well as first integrated e-commerce in-app purchasing solution
- Initiated, developed and implemented all digital account management processes including client and agency communication, budget management planning, and workflow management tools
- Maintained and grew strategic client and agency relationships across US and International brands including Microsoft, SAP, CDW, & IBM
- Developed and optimized campaigns using social, webinar, content, and traditional display with pricing across CPM, CPC and CPA buys
- Promoted within 1 year; recruited, trained, and managed workflow of 5+ team members

Starcom MediaVest Group, A Publicis Company
Chicago, IL
KRAFT/Oscar Mayer, BlackBerry, and Crayola Media Planner and Buyer 2008- 2009

- Strategically planned & executed multi-million dollar media campaigns for iconic brands such as Oscar Mayer Hot Dogs, Blackberry and Crayola, as well as the launch of newer brands
- Developed & maintained strong client relationships, serving as a key resource for Sr. Brand Managers. Presented plans to clients and was 1 of 3 agency members invited to attend overnight brand-agency team building off-site
- Initiated brand firsts including: Crayola's first mobile/print integration, first cause-marketing campaign, and first Hispanic print title in general market campaign
- Built & maintained relationships with advertising Directors & Account Executives of multiple magazine publishing houses such as Time Inc. & Conde Nast

Education

The University of Texas at Austin, B.S. Advertising and Media