



# KEATON HULME-JONES

Digital Native

Name: Hulme-Jones Keaton

Date of birth: 11/06/1987

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**Wonder-junkie. Science + Art = Wonder**

"Advertising is humanities second oldest profession"

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## Employment

### 1. About Me

#### How I Think

I'm a strategic thinker who sees business opportunities & creative solutions where others see challenges. I have a passion for innovative ideas and a unique knack for identifying and conveying what makes products or services great.

My career has moved from publisher to agency to ad tech. I've worked on many product categories and have a keen interest in the advertising industry, participating in industry events with passion!

#### Skills

- Ad:Tech:
  - sales presentations
  - negotiating local and international contracts
  - business development / end-to-end sales funnel
  - technical implementation
  - servicing clients (agency/publisher/direct) – f2f and digitally
  - dynamic creative setup and ongoing management
  - creative production management

- data collection and implementation
- technical support
- Agency:
  - digital campaign planning including social media
  - trafficking (Sizmek, Doubleclick, Mediaplex) – inc. Ad builder with Sizmek & Rich Media / Studio with DCM
  - campaign post/live analysis and reporting with attribution, verification & viewability
  - dynamic creative setup and ongoing management
  - technical implementation
  - conversion tag management and implementation with GTM or Versatag
  - social media content & planning
  - answering briefs / pitching
  - audience consumption research with Roy Morgan

**For all brands I have worked on in an agency capacity please refer to the briefcase icon at [keaton.com.au](http://keaton.com.au)**

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## 2. Eyeota

OCT,2016–JAN,2017

Programmatic  
Data Sales  
Manager



I vacated my position at Sizmek to take a role within a series A funded Australian data start-up called Eyeota. Considering the state of the start-up and the local market conditions, the position I had at Eyeota was better to be split into two hardcore sales roles, as it is now, rather than have my role flying between Sydney and Melbourne and taking a lighter, more technical approach. It was a great experience and the rapid learning I gained around the multitude of data available in Australia is beneficial.

### Key Tasks

- Focusing on Amnet Syd and Melb
- Updating Amnet on latest data sets
- Working with all major DSP's

- Promoting new partnerships such as (Core Logic, Helix, Mobilewalla, Experian etc)
- Answering briefs for audiences
- Relationship building
- Building Salesforce from scratch

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### 3. Sizmek Sales Manager

MAY,2015–OCT,2016



Hands on and approachable Sales Manager position for Victoria with a Client Service Manager and Creative AM working along side me. Originally this role for the first 10 months was in a technical support capacity with strategic advice and client education.

#### Key Tasks

- Managing key clients (agency, advertiser and publishers) in the Melbourne & VIC area. Key clients included:
  - Group M (MEC, Mediacom, Mindshare, Maxus) as well as Xaxis
  - Carat (inc. amnet)
  - Ikon
  - Coles
  - Nunn Media
  - Sphere Agency
  - UM (inc. Cadreon)
  - Pandora
  - and many more smaller agencies
- Client work included
  - Upselling (Verification, Viewability, Attribution, DMP)
  - Cross selling (specifically our DSP and Performance services)
  - Project Management – especially for Dynamic Creative and Data Collection/Audience management projects
  - Contract Negotiation
  - Education & Training (Verification, Viewability, Attribution, Dynamic Creative etc)
  - New product launches (included a complete revamp of our core tool)

- Promoting Offers and Follow-up on EDM's
- Technical Support
- Answering Briefs ranging from Creative production to Attribution solutions
- Other core tasks:
  - BDM Work
  - Working to Core as well as other product Targets
  - Reporting Internally
  - Updating Salesforce
  - Researching Industry
  - Pitching

### Key Achievements

- Beating sales results YoY for Q1'15/Q1'16 and Q2'15/Q2'16 by 20-30%
- Successfully mitigating any disaster in the rapid HTML5 switch through education in both Media and Creative agencies and offering help when appropriate
- Locking in year long contracts with 2 mid level media agencies

## 4. Phd Media

MAY, 2014–MAY, 2015

Account  
Executive



This role was from a promotion to account executive. I managed a coordinator with a digital AM as head of the team.

### Key Tasks

- a coordinator to train, manage and mentor
- frequent client communication with MYOB, Priceline, Betfair, Bosch, Irwin Tools, Infiniti Cars, Haymes Paints, Siemens, PaperMate, Rubbermaid, Sussan, Jenny Craig
- setup of digital display activity running over social (fb, twitter, Instagram), trading desk, network deals, video (pre-roll, in page, on-demand, TrueView), complex home page takeovers, digital radio (Pandora, Spotify) and custom units
- planning and analyzing performance campaigns with Accuen

- negotiating deals and contracts for digital campaigns with publishers
- charity campaign planning and buying work for Make a Wish foundation
- complex reporting, setup and analysed by me
- responding to digital briefs and presenting this response to clients
- planning digital strategies to contribute to the strategy teams overall comms strategy
- creating quarterly business reviews for clients
- presenting bi-weekly analysis f2f with key clients
- meeting with publishers and researching avenues for incremental spend
- entering timesheets and tracking work hours

### **Key Achievements**

- During my tenure retained all digital departments of clients as they were all happy
- Volunteer work with Youth Projects by helping focus and narrow down their target audience for donations with site traffic analysis
- Uplift in sales YoY by 20% for the Betfair account before the sale to Crownbet
- As team leader, my team won the pitch off contest for the Priceline client in our OMG pitch off contest which involved teams from all OMG agencies
- As team leader, my team won PHD pitch off for a blind brief provided by Daniel Isaac. This involved the whole of PHD Melbourne split into teams
- Successfully launched a new app for Infiniti as part of a bigger campaign on 'exclusivity' which is still in use today

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5. Phd Media  
Digital Account  
Coordinator

APR, 2013–MAY, 2014



Coordinating digital accounts and every facet that supports this, by working in a small team juggling lots of clients for big results including tasks such as:

### Key Tasks

- advising clients on digital strategies
- coordinating creative build to spec
- reporting
- presenting results with line manager
- balancing finances through internal system
- booking campaigns and managing IO's
- developing insights and recommendations

### Key Achievements

- creating automated reports with macro's that other teams can use
- new digital team for PHD Melb so helped develop processes that are still in use

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## 6. Niche Media

JAN,2013–APR,2013

Advertising  
Sales Executive



Building Advertising revenue across Macworld Australia Magazine, Macworld.com.au, Mactalk.com.au, Desktop Magazine & Desktop.com.au

- Managing advertising space per insertion and forward booking
- Hunt and identify, new business by researching categories through online and print directories, exhibitor lists, and search engines, competitor publications, press releases, trade events, twitter and RSS
- B2B web-based and in-person sales meetings
- Managing the sale from beginning, through to contractual execution by developing and negotiating contracts

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2013–2013

## 7. McCann

Internship

# McCANN

At the start of 2013, I interned at McCann Melbourne in the account services department. Clients included Forty Winks and Spec Savers.

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## 8. Accuen

2012–2012

Paid Internship



As the first recipient of an OMG scholarship. I received 2 months of paid work in a junior position with Accuen in Sydney.

I worked closely with the Accuen Trading Desk for my internship, mostly with social performance banners. Reports, social media optimization, problem solving, logo animation, presentations, meetings and a wide variety of duties were covered to harness my skills.

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## Education

### 1. Google

2013–2014

DoubleClick  
Certification



In 2013 I completed a Doubleclick for Advertisers certification and in 2014 I completed the updated Doubleclick Campaign Manager certification.

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## 2. International Advertising Association 2012–2012

IAA Certification



Inspiring Excellence  
in Communications  
Worldwide™

I received an International Advertising Association certification at the end of 2012 for undertaking training through a recognised program.

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## 3. Charles Sturt University

2010–2012

Bachelor Of  
Communication  
(Advertising)



Through credits from my previous degree in Animation and VFX, I received a Bachelor of Communication majoring in Advertising within 2 years of study.

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## 4. Charles Sturt University

2008–2010

Bachelor Of Arts  
(Animation & VFX)



My first degree included one year of TV production in 2007. I switched to a more specialised degree in Animation and VFX and studied this from 2008–2010.

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## 5. TAFE NSW

2004–2005

Certificate II I.T.



During high-school i received a Certificate II in IT from TAFE NSW. This was completed during normal coursework while at high-school.

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## References

### 1. Luke Donkin —

- ♠ Commerical Director APAC – Sizmek
  - ♣ 0434 254 490
  - ♦ luke.donkin@gmail.com
  - ♥ “Keaton worked with me as the Sales Manager looking after the Victorian market. In this autonomous role, Keaton implemented strategy that drove prolonged growth in this market by ensuring retention of existing clientele, whilst sourcing new business.”
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### 2. Margaret Minero —

- ♠ Digital Director – OMD
  - ♣ 0411 707 534
  - ♦ margaret.minero@omd.com
  - ♥ “Keaton was my digital exec for 2 years managing 12 clients – best executive I have ever had, very driven, passionate, technical and can communicate clearly”
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### 3. Dylan Robinson —

- ♠ PBU Director APAC – Sizmek
  - ♣ 0414 544 995
  - ♦ drobinson@quantcast.com
  - ♥ “Keaton represented the melbourne market, selling Sizmek PBU alongside platform ”
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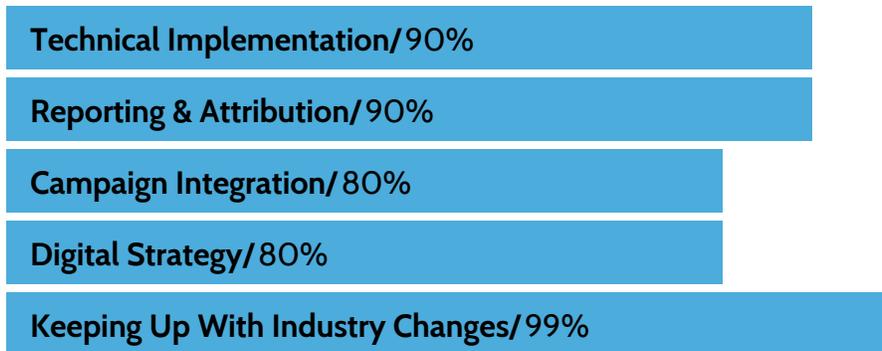
## 4. Schalk Van Der Sant

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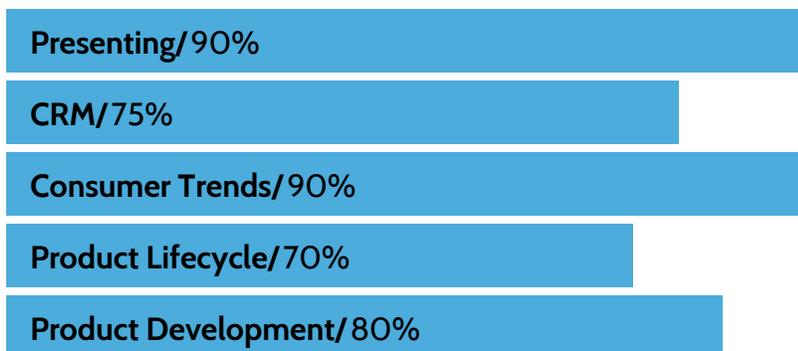
- ♠ Head of Digital – PHD Media
  - ♣ 0406 661 399
  - ♦ schalk.vandersandt@phdmedia.com
  - ♥ “Keaton worked under me in a digital role for 3 years while I was a digital director at PHD Media”
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## Skills

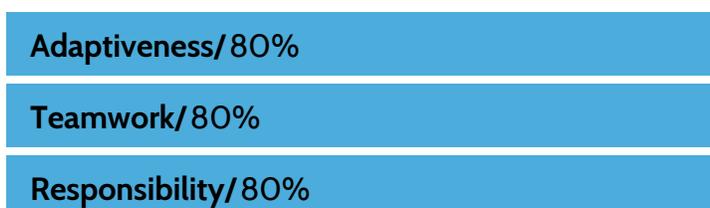
### DIGITAL



### MARKETING



### KEY ATTRIBUTES



**Integrity/80%**

**Passion/80%**

## **INTERESTS**

**Technology/100%**

**Videogames/65%**

**Coffee/85%**

**Philosophy/60%**

**Science & Physics/90%**