



Keaton Hulme-Jones

Data & Tech Client Manager at Wavemaker

Contact

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Melbourne | Adelaide

Profile

"You don't need a digital strategy. You need a better strategy, enabled by digital" - George Westerman (MIT)

In the Clifton strengths scale, my top five strengths are: Ideation, Activator, Futuristic, Command, Adaptability. To sentence these traits - I have futuristic ideas that I can command to activate and adapt if necessary.

What my colleagues would say about me:

Keaton is a strategic thinker who sees business opportunities & creative solutions where others see challenges. He has a passion for innovative ideas and a unique, knowledgeable background in many areas of digital advertising. His career has moved from publisher to agency to ad tech and back into a role that encompasses all three. Keaton has worked on many product categories and has a keen interest in the advertising industry, participating in many media events, committing local media clubs and running a podcast called Media Wire.

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
- creative production management
- data collection and implementation

Education

B Communication Advertising

Charles Sturt University 2010 - 2012

Bachelor of Arts Animation & Visual Effects

Charles Sturt University 2006 - 2009

Experience

Data & Tech Client Manager Wavemaker

Jun 2017 - Present Adelaide, Australia

I am the specialist in Data & Tech in the Adelaide Wavemaker office. I head up the Tech team at Wavemaker Adelaide which has national significance. I also lead the digital strategy for a national retailer and state bank as well as work with Group M technology products. I also work with ad:tech helping across all Adelaide clients.

Key Achievements

- on-boarded all clients to a cloud based reporting dashboard
- Planned 3x campaigns for the state bank which have achieved double digit YoY percentage increase in conversions with a conversion chart called Mt Kilimanjaro
- planned and implemented always on dynamic creative campaigns for retail with 1st party data leading to triple digit percentage increases in conversion volumes
- 2nd place in News Corp competition to charities encouraging cryptocurrency donations through a web based javascript miner
- Created an ad unit which previously didn't exist, in collaboration with Bonzai. this has been entered into the SMARTIES awards into three categories due to its runaway success in lowering CPA's whilst also driving engagement and branding

Extra:

- I run a podcast called Media Wire Podcast with Matthew Parslow. You can search for this in your favourite Podcast app
- I've successfully managed two new starters here and am currently planning a program for interns within Adelaide Wavemaker
- Committee member for the Adelaide Media Club

Digital Consultant - Contract James | Hammon & Co.

Feb 2017 - Jul 2017 Melbourne, Australia

Key Tasks:

- Contract consulting on
 - programmatic
 - ad:tech
 - digital solutions
 - media buying/planning

Consulting on a digital display department inc programmatic within J&H.

Programmatic Data Sales Manager Eyeota

Oct 2016 - Jan 2017 Melbourne, Australia

I took this role within a series A funded Australian data start-up called Eyeota. This was very interesting as I had unfiltered access to some of Australia's largest data sets. There were a lot of rapid changes in the start-up and my role was no longer needed in Melbourne.

Key Tasks

- technical support
- scoping, sourcing and implementing ad:tech

Agency:

- DMP, Attribution, Verification
- strategic planning towards a single minded proposition based on media or audience insights
- brief responses and pitching
- 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
- research using internal and partner data tools

Interests:

- Artificial Intelligence
- Futurist

For other information reach me at keaton.com.au ...

Volunteering

Advertising Volunteer / Ambassador Youth Projects Ltd

Mar 2014 – Mar 2014

I volunteered for a day at youth projects, helping to understand their online audience better. Now I am an ambassador, I believe they are the most resourceful, honest and impactful charity in Melbourne.

Social Media Volunteer Mumbrella

2012 – 2015

I volunteered every year at Mumbrella 360 until Focal Communications was sold, to help with their social streams throughout the conference.

This provided a chance to be at an internationally renowned industry event that I would otherwise not be able to attend.

- Focusing on Amnet Syd and Melb
- Fixing Eyeotas Salesforce setup and data integrity
- 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

Sales Manager Sizmek

May 2015 – Oct 2016 Melbourne Area, Australia

This role started as a Strategic Account Manager and I was promoted after 4 months to a Sales Manager for Victoria. Hands on and approachable position with a Client Service Manager and Creative AM working along side me.

Key Tasks

- Managing key clients (agency, advertiser and publishers) in the Melbourne & VIC area. Key clients included all major agencies in Melbourne and holding groups with a focus on Group M. Mid sized agencies and phone support for Western states.
- 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
 - Helping agencies with pitching

Key Achievements

- Beating sales results YoY for Q1'15/Q1'16 and Q2'15/Q2'16 by 20-30%
- Successfully mitigating disaster in the rapid HTML5 switch through education in both Media and -Creative agencies, readying the local market
- Locking in year long contracts with 2 mid tier media agencies

Account Executive PHD

May 2013 – May 2015 Melbourne Area, Australia

This role started as a digital account coordinator and after 1 year I was promoted to an 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

Tasks involved:

-moderating and asking questions during each session from Twitter
-promoting and tweeting at every stream to spread session insights and knowledge for those at the conference and also those who cannot attend

References

JOHN JAMES

Co-Founder – James | Hammon & Co

0449 881 795

john@jameshammon.com

"Keaton joined J|H&Co in early 2017 as a digital expert on contract. He has brought in more knowledge about programmatic and display than we could ever have hoped for."

Imran Masood MD - Xaxis

0405210857

imran.masood@groupm.com

"I've had the privilege of working with Keaton at Sizmek when I was a commercial director and then MD of Sizmek Australia. He managed the Melbourne market well and built strong relationships with Group M and expanded the Victorian market"

Tim Whitfield

VP Strategic Solutions Sizmek (APAC)

0414888899

timothy.whitfield@sizmek.com

"Keaton has been a great asset to Wavemaker at Group M and I have known about his good work in the industry since he was at Sizmek in Melbourne"

Education

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2010 – 2012

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Experience

Data & Tech Client Manager Wavemaker

-entering timesheets and tracking work hours

Key Achievements

- retained all digital departments of clients and high NPS scores
-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
-Was a team leader for the the pitch off contest and won. Priceline client was involved as a judge and there were teams from all OMG agencies
-As team leader again, my team won the smaller PHD pitch off for a blind brief provided by Daniel Isaac. This involved all 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

Founder The Field Communications Company

Apr 2013 – Sep 2013

An NFC business card start up to keep my mind active. I printed, coded and sold NFC enabled business cards.

Advertising Sales Executive Niche Media

Feb 2013 – May 2013 Melbourne, Australia

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.

Account Services Intern McCann

Jan 2013 – Feb 2013 Melbourne, Australia

I interned in the account services department for a short while until I started work at Niche Media.

Skills

Social Media, Digital Strategy, Advertising, Digital Media, Online Advertising, Digital Marketing, Entrepreneurship, Graphic Design, Marketing Communications, Market Research, Social Media Marketing, Marketing, Brand Management, Integrated Marketing, Strategy, Marketing Strategy, Mobile Marketing, Online Marketing, Media Planning, Sales, Account Management, Digital Trends, Creative Technology, Futurist, Insight Generation, Futurism, Creative Brand Management, Technology

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