**IAN MANGER**

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**EDUCATION**

DePaul University Chicago, IL — M.B.A. in Marketing Strategy with Distinction, 2013

The University of Arizona — B.S. in Accounting, 2010

**EXPERIENCE**

**Nuveen, A TIAA Company | Chicago, IL | VP of Paid Media |** *Feb. 2021 – Present* **| AVP of Paid Media |** *Jul. 2019 – Feb. 2021*

* Managing $5M+ yearly paid media budget while leading strategy and building out large-scale digital campaigns across all media, including Social Choice Bond Campaign, CNBC Opening Bell, and Forbes 400 in effort to increase brand awareness with Financial Advisors
* Leading the in-house media buying strategy and execution, saving the firm $2M in 2020 through active management of paid channels and vendor relationships
* Managing the in-housing of Nuveen’s Closed End Fund advertising while streamlining and redefining key publishers and contracts to deliver over 120M impressions, surpassing 2020 total delivery by 45% and saving the firm $1M in one fiscal quarter
* Investigated and implemented optimizations in ad delivery resulting in increased goal conversion of 124.51% including a quarter over quarter increase of 249% for Lead Forms for Paid ads completed in 2020
* Tracks and analyzes key growth and retention statistics to keep pulse on financial impact to the firm
* Communicates paid media analysis and market trends to various key teams, improving the function of the media team while educating broader stakeholders
* Collaborates with numerous teams across the enterprise to help ensure a seamless brand experience, including the firm’s first 529 campaign, executed in less than 30 days
* Providing guidance to the in-house agency for TIAA (bank and lending) through collaboration on best practices and marketing tech
* Onboarding new marketing technology, like call tracking from CallRail, in less than a 2-month timeline through strong cross-team collaboration and communication with the Marketing Analytics team, Product Marketing team, and compliance team.
* Board member of the Empowered Chicago BRG Chapter

**Marcus by Goldman Sachs | Chicago, IL | Customer Acquisition Manager |** *Feb. 2017 – Jun. 2019*

• Managing $15M+ budget for paid search and display campaigns with goals of increasing brand awareness and engagement with marcus.com while acquiring new customers

• Optimizing paid search channels and garnering a 300% increase in acquisition while achieving a 40% reduction in cost per acquisition (CPA) YOY since 2017

• Owning Marcus’ Deposit SEO channel and leading the company through rebrand and site change while re-designing content strategy to increase domain authority and trust flow, organic acquisition, dwell time on site, and pages per visit

• Created and directed the first internal campaign with Marcus and Goldman Sachs by taking over the NY headquarters with experiential marketing to bring in new accounts at a $10 CPA and a $0.33 CPK (Cost per Thousand Funded). Campaign is now run yearly

• Provide thought-leadership rooted in cross-collaboration for continuous UX and site improvements for SEO

• Communicate paid search and SEO analysis and market trends to various groups, from senior leaders to the CEO and CMO of the bank, with strong emphasis in vigorous story-telling, analysis summation and actionable recommendations

• Establishing the in-house agency for Marcus by recruiting, developing and motivating while instilling a driven and welcoming culture

**AFFINITYX | Chicago, IL | Freelance Social Media Advertising Specialist |** *Dec. 2016 – Jan. 2017*

• Developing and establishing best practices for various business verticals to allow AffinityX ad ops team to deliver world class Facebook and Instagram ads

• Creating the main playbook for navigating Facebook Ads Manager and Power Editor to provide seamless, successful campaigns to SMB clients with budgets between $500-$2,500

• Providing a step-by-step instruction in how to form the messaging for client product value propositions and other marketing materials

**BOOTLER | Chicago, IL | Marketing Manager |** *Jul. 2016 – Dec. 2016*

• Performing keyword research analysis to maximize average monthly searches to drive readership and sessions from 2 to 600 in less than 4 months

• Developing and executing a strategic SEM and social ad platform with a budget of $15,000 per month, while increasing qualified traffic and bringing in over 25,000 users per month from a crowded marketplace

• Working with the marketing director and SEO team to build and optimize Bootler’s SEO to reach an Alexa® ranking of 97,000 in the US, moving up over 200,000 spots in less than 5 months

• Creating and executing growth hacking marketing schemes based on consumer insights to increase app downloads and awareness by 500%

• Overseeing all creative design solutions in a wide range of graphic applications including product value propositions, marketing collateral materials, environmental graphics, publications, presentations, and brand identity

• Optimizing AdWords and Social Ads monthly to increase traffic to Bootler

• Establishing the voice and character for the website’s blog decreasing bounce rate by 10% and increase daily time online by 17%

**BUILTWORLDS | Chicago, IL | Director of Marketing |** *Aug. 2014 – Jun. 2016*

• Developing and managing the email marketing strategy utilizing marketing automation tool HubSpot

• Growing the email marketing list organically from >1,000 to over 17,000 subscribers in one year

• Growing and monitoring unique readership and sessions by over 300%

• Developing a strategic CRM with marketing automation, saving sales 50% of time in prospecting

• Optimize website and channels to optimize SEO and build rankings

• Constructing and overseeing the content direction of BuiltWorlds, utilizing keyword research per specific regions to drive traffic monthly

• Overseeing all creative design solutions in a wide range of graphic applications including product value propositions, marketing collateral materials, environmental graphics, publications, presentations, and brand identity

• Working to mature startup purely on organic growth

**THE PLUM TREE GROUP, INC. | Chicago, IL | Account Manager |** *Apr. 2014 – Jul. 2014*

• Planning and executing target-specific marketing plans to drive sales while managing tactical implementation, tracking results and developing post-program reports for the following industries: insurance, apparel, education, retail, journalism, home building, and auto

• Supporting all client communications, working closely with the Client Partner team and the Marketing Director across all accounts

• Providing clients with research around emerging and new growth opportunities while presenting strong data insights along with SEO best practices

• Working closely with the Dir. of Operations and each service vertical to ensure and guide delivery with all internal operations

**THE PLUM TREE GROUP, INC. | Chicago, IL | Social Media Manager |** *Oct. 2013 – Apr. 2014*

• Developing and managing multiple assigned clients’ social media strategy and oversee clients’ social media channels (FB, Twitter, & Instagram) increasing online engagement up to 500% while driving positive external communications

• Crafting fresh, witty, and inventive social media content creation guided by targeted keywords while providing fast social media crisis and response management

• Monitoring and reporting analytics through dashboards such as Hootsuite, Sprout Social, and TweetDeck

• Fashioning imaginative, creative content with SEO best practices for four separate blogs simultaneously

**PROFICIENCIES**

Paid Media Marketing | Marketing Automation | Email Marketing | Branding | Social Media Marketing | Content Creation | Conjoint Analysis | Dynamic Positioning | DV360 | Search Ads 360 | Google Ads | Bing Ads | Google Analytics | Jira | Tableau | MailChimp | Pardot | HubSpot | SproutSocial | HootSuite | Advanced Excel Skills (Macros) | Adobe Creative Cloud | Google Ads and Search Certifications