

Thomas Harvey

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Education

University of California, Santa Cruz

B.A. Business Management Economics

Major GPA: 4.0

Overall GPA: 3.79

Santa Cruz, CA

Graduated: June 2020

Achievements: Highest Honors in Major, AKΨ VP Professional Development, Published Author

Experience

Pairadice

Shop Owner/Vendor/Ebay Seller

Orange County, CA

October 2021 - Present

- Implement media plans, sales strategies, and analyze sales and market trends to drive sales growth.
- Curate inventory through wholesalers, auctions, estate sales, collection buy outs, and local businesses.
- Maximize profits by working with gallerists and industry experts to find appropriate auction houses, discover unique vendor/show opportunities, and research the marketplace to competitively price inventory.
- Scale campaigns on Facebook, Instagram, and Ebay resulting in 1 million impressions per month.

Frequence, Inc.

Social Team Lead - Digital Media Buyer - Ad Operations Analyst

Mountain View, CA

November 2020 - July 2021

- Strategize, execute, and optimize multi-platform campaigns across Facebook, Instagram, and Twitter, utilizing Facebook Business Manager and Twitter Ads Manager, to ensure budget maximization and ROAS.
- Launch and monitor 600+ active Paid Social campaigns, including those for Fortune 500 companies, with a combined budget of over \$500,000/month to achieve successful KPI metrics CPC, CPM, CTR, viewability, etc
- Present key findings to internal and external stakeholders and cross collaborated textually through Zendesk
- Provide end user feedback on marketing solutions built in collaboration with Product and Engineering teams
- Collaborate with Design, Product, Engineering, and Client Success teams to identify and isolate issues, address product deficiencies, analyze performance trends and implement enhancements
- On-board and train new hires on company/team culture, implementing Paid Social campaigns, understanding operating procedures, providing quality assurance, rectifying issues, and ensuring successful results of time-sensitive tasks/projects

RippleMatch

Growth Marketing Intern

Santa Cruz, CA

December 2019 - March 2020

- Leverage various organic and paid growth techniques, including Facebook, Instagram, Google Search, email marketing, and peer & faculty member networking, to expand our user base and awareness on campus.
- Work closely with members of RippleMatch's marketing team to cultivate live experiences at UCSC.
- Conduct quantitative and qualitative analysis to justify online actions and optimize for our KPIs.

Bagito

Digital Marketing and Sales Representative

Santa Cruz, CA

October 2019 - December 2019

- Evolve Bagito's organic and paid social media presence by creating and executing a content calendar, contacting influencers, managing digital campaigns, and engaging directly with our community.
- Attained clientele through paid social/search, email marketing, word of mouth, and local pop-ups.
- Improve conversions by developing robust, innovative Facebook, Instagram, and Google Search strategies.

Encore Brand Management

Account Manager

Orange, CA

July 2019 - September 2019

- Manage a 5 person direct marketing team that regulated 100+ clientele data and developed relationships.
- Instruct weekly training sessions teaching employees various direct marketing and sales strategies.

Skills

Excel, PowerPoint, Google Docs/Sheets, Media Planning, Communication, Analytics and Reporting

Ad Experience: Facebook Audience Insights, Google Analytics, Twitter, Amazon, & TikTok