

NAME	Rory Hunter BSc
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PROFILE

Dedicated, enthusiastic, hard-working, and keen to specialise in Digital Acquisitions. Works equally as well independently, in a leadership situation, and also as part of a team. Has the resilience and motivation to cope with, and adapt to, a changing and challenging digital environment. Analytical, results driven.

SKILLS

- Google Adwords, Doubleclick Bid Manager, Facebook Advertising, Programmatic, Ad Operations, Tagging, Media Planning
- IT: Highly Proficient in Mac OSX Operating System (Pages, Keynote, Numbers, Mail Client, Preview, Imovie)
- IT: Highly Proficient in Windows 9 & 10 (Microsoft Outlook, Microsoft Office)

EMPLOYMENT HISTORY

<p>HOSTELWORLD GROUP (March 2015 - Present)</p>	<p>Biddable Media Executive: Running Global Acquisition & Brand Display campaigns on multiple platforms</p> <ul style="list-style-type: none"> - Adwords - Prospecting, Dynamic Remarketing, Branding, Youtube Trueview, Youtube Reservation - Facebook - Social Advertising, Mid Funnel Remarketing, Dynamic Remarketing - Facebook Case Study - Hostelworld - Doubleclick Bid Manager (certified) - Prospecting, Dynamic Remarketing, Youtube Trueview - Ad Serving (Flashtalking) - Ad Traffiking, Decision Trees, Tagging - Excel (advanced) - Budgeting for the year, Forecasting, Media planning, Reporting - Assisted with managing the Brand Launch & Adserver Launch of 2015 - Managed Launch of 1st Party Ad Serving with Flashtalking in 2016 - Brand Launch of 2016 - 50 Cent In Da Hostel - Managed launch of Trueview Campaigns on Doubleclick Bid Manager & ensured the whole campaign was successfully tracked - Utilisation of Adobe Omniture Analytics - App Prospecting & Re-engagement Campaigns
<p>GOOGLE ADWORDS & FACEBOOK ADVERTISING (June 2014 - March 2015)</p>	<p>PPC & Display Account Management (Freelance): Running Google Adwords & Facebook Ad Campaigns for multiple businesses</p> <p>Upon leaving JJG Media the Managing Director asked if I would continue to run the Ad Campaigns freelance for one of his clients. I have since acquired two additional clients from my own efforts so I can continue implement my new skills and continue to specialise in PPC.</p>

EMPLOYMENT HISTORY

<p>JJG MEDIA (November 2013 - June 2014)</p>	<p>Senior Account Executive: Creating and implementing bespoke Ad Campaigns, Events and Marketing Campaigns for a number of clients. Clients include the luxury Zebrano Bar chain with locations in Carnaby Street and Soho, Pont St at Belgraves Hotel, Executive Chef Sophie Michell, and finally the My London Lifestyle Magazine. Past clients include Technoshape, a machine that encourages fat burning in conjunction with exercise.</p> <ul style="list-style-type: none"> - Devise, present and implement marketing campaigns & events - Manage & mentor Junior Account Executives - Social Media management
<p>THE FYZZ MUSIC VIDEO (July 2011- June 2013)</p>	<p>Project Manager: Music Video Production Company specialising in the production & marketing of Heritage Artist Music Videos and Premium Alternative YouTube Programming</p> <ul style="list-style-type: none"> - Generating new revenue streams for the company - Marketing music videos and alternative youtube programmes e.g. Gerry & The Pacemakers 'You'll Never Walk Alone' - Campaign Management - Budgeting - Overseeing & directing shoots - Contract drafting
<p>JAMES JEGEDE / DEFINITION SOUND (May 2011 - June 2011)</p>	<p>Secretary, PA: Consolidate numerous business projects into firm time scales and data sheets</p> <ul style="list-style-type: none"> - Create spreadsheets for organisational purposes - Reorganise financial data and create reports - Research potential clients - Coordinate office relocation - General support and assistance

EDUCATION

<p>THE UNIVERSITY OF READING (2006 - 2009)</p>	<p>BSc Zoology Achieved: 2:1</p> <p>Gained advanced analytical and evaluation skills allowing me to organise and draw conclusions from large sets of data that I often accumulated myself. Learnt more effective essay writing and presentation, and the importance of extensive preparation for a task. Gained familiarity with statistical program Genstat.</p>
<p>THE LONDON ORATORY SCHOOL (1999 - 2006)</p>	<p>A levels: 3 A levels: Biology (B), Theology (A), Geography (B)</p> <p>GCSEs: 11 GCSEs: Geography (A), Biology (B), German (A)</p>

ACHIEVEMENTS & HOBBIES

Achievements

- 2007 - Completed Report on Tropical Biology Field Course in Borneo, achieving a 1st Class grade
- 2004 - Climbed to the peak of Mt Kilimanjaro (5895m)
- 2004 - Raised £3,100 to fund a 1 month expedition to Tanzania

Hobbies

Reading, Music, Art Galleries, Swimming, Films, Dance, Tennis, Martial Arts