

Josh Schoenblatt

Work Experience

Flynn Wright, Des Moines, Iowa

April 2016 - Present

Media Internship Associate Director

July 2022 – Present

- Design, execute, and manage a pipeline to aid hiring in a difficult to hire market/industry
- Work with C-Suite and Stakeholders to gain buy-in and support
- Lead a cross functional team to design/implement/execute the certification program
- Maintain responsibilities from previous role

Senior Media Planner

October 2020 – July 2022

- Work directly with clients at all levels - mid-level managers to C-Suite/Board of Directors
- Analyze historical digital data to craft strategies to achieve client KPI goals
- Plan/Place and manage over \$9M media spend annually in a matrix organization
- Supervise 3 individuals on three different \$1M+ dollar plus annual media spend clients
- Mentor struggling co-worker, and trained new co-workers on media planning and buying
- Knowledge expert in the company for political media spending impact to corporate clients
- Sold leadership on new strategies to grow revenue during seasons when it historically decreases
- Early adopter and expert in social media platforms with continued growth potential
- Discover new marketable audiences to help clients expand market share
- Create tracking system to document revenue loss, and craft SOP to regain lost revenue
- Analyze \$1M+ campaigns to find key insights and learnings for use in future campaigns

Media Buyer

April 2016 – October 2020

- Planned, managed, and optimized media for seven clients (\$6M annually)
- Planned/Managed/Optimized digital (via a DSP) and social media campaigns
- Monitored the political landscape to advise clients on advertising in political windows
- Presented to clients
- Managed a cable client's internal advertising placements across all cable zones
- Assisted with new client pitches

Trilix, Des Moines, Iowa

May 2015 – April 2016

Media Coordinator

- Researched, managed and negotiated \$150,000 in TV/Radio media across 6 markets
- Managed the payment and conflict resolution for 12 client's media buys
- Brainstormed experiential marketing for clients

Knowledge/Skills/Abilities

- Proficient in STRATA (Eleven, SBMS, View), SRDS, LiveRamp, Factual
- Basis DSP, Facebook, Instagram, and TikTok, Twitter, GCM, and Search
- Managed accounts across the retail/utilities/MISO/agriculture industries
- Strategized/Planned/Executed B2B, B2C, and DTC campaigns
- Managing direct reports
- Microsoft Office (Word, Excel, Power Point, Outlook) and Apple Products (Pages, Numbers, Keynote, Mail)

Education

University of Iowa

April 2020 - November 2021

Masters of Business Administration, Leadership Certificate

GPA: 3.62

Drake University

August 2011 - May 2015

Political Science Major, Entrepreneurship Minor, Leadership Concentration

GPA:3.28

Volunteering

Puppy Jake Foundation, Urbandale, Iowa

August 2016 – July 2019

Board of Directors

- Created a social media policy for the organization
- Maintained/Grew organization's social media feeds
- Assisted with marketing, advertising, and public relations