

## SHAMEKA B. MATTOX

[Shamekak@gmail.com](mailto:Shamekak@gmail.com)

[www.shamekamattox.com](http://www.shamekamattox.com) (Portfolio) // [www.travelingheart.com](http://www.travelingheart.com) (Blog)

334-444-7457

### EDUCATION

WASHINGTON STATE UNIVERSITY	Masters of Business Administration Focus: Marketing	Candidate
TROY UNIVERSITY	M.S. International Relations Focus: National Security	May 2013
AUBURN UNIVERSITY	B.A. Radio, Television & Film - Mass Media Communications Minor: European History	May 2008
	Public Relations Minor: International Marketing	August 2009

### WORK HISTORY

#### A TripAdvisor Media Group Company, Smarter Travel Media | Advertising Operations Specialist – | September 2013–Present

- ∞ Build relationships with internal Product, Dev/Ops, CRM and Sales teams as well as outside network participants to create and maintain textlink, pay per click and display advertisements
- ∞ Assists in the management and trafficking of 60+ clients for STM's West Coast and International pay per click clients and display ad clients across five time zones up to 2million in ad revenue per quarter
- ∞ Monitor and optimize campaign performance, by implementing HTML 5 and other types of ads in 3rd party ad servers and internal systems in a timely and accurate manner while meeting critical campaign deadlines
- ∞ Uses project management skills to analyze and report on ad and advertiser performance of revenue trends using SalesForce, Dart for Publishers (DFP), ADX, Omniture and other Google Products to interpret and make recommendations against business intelligence metrics in order to help clients meet their KPI's

#### GROUPHEALTHPHYSICIANS | New Media Coordinator – (Recruiting Team) | August 2011–August 2013

- ∞ Creates company-wide social media plan and implements across LinkedIn, Facebook, Twitter and Storify while using Hootsuite and Radian6 to monitor and optimize performance of the content for the recruiting team
- ∞ Coordinates advertising placements and maintains advertising records for all print and digital recruiting efforts
- ∞ Creates E-mail marketing materials to be distributed among prospective physicians, third-year residents and program directors
- ∞ Assists with the development and review of recruiting materials for marketing purposes and tradeshow

#### KING 5.COM – KING 5 NEWS (NBC Affiliate) | Online Campaign Coordinator - Display Ads | Dec 2010 – August 2011

- ∞ Responsible for implementing 1.5 million in ad revenue across banner and mobile ads per quarter
- ∞ Queried demographics for behavioral targeted and contextual targeted ads for KING5.com and KING5.com's YAHOO! Consortium
- ∞ Manage 30+ online accounts, test different campaigning methods and regularly monitor overall effectiveness
- ∞ Process new marketing contracts and contract revisions within the Ad Serving and Management system
- ∞ Work with Digital Sales Manager and Ad Production teams to QA and launch Rich Media campaigns
- ∞ Track clicks and impressions and incorporate developing trends, strategies and best practices into KING5.com's online campaigns
- ∞ Monthly and quarterly reporting on acquisition projects and performance such as conversion rates and site traffic

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### **RICHMOND PUBLIC RELATIONS | Public Relations Intern | Sept 2010–Dec 2010**

- ∞ Drafts public relations materials including news releases, media alerts, fact sheets, status reports and other materials as directed
- ∞ Supports the firm's efforts by drafting new client releases and performing research initiatives
- ∞ Assists with the development and updating of media lists and other databases, including client, marketing, prospect and administrative databases

### **OFFICE OF ALUMNI AFFAIRS | Social Media Assistant | May 2009–Aug 2009**

- ∞ Assists with inputting information for e-commerce solutions, social media, e-newsletters and e-broadcasts for Alumni affairs
- ∞ Manages in the compilation of monthly trend reports and tracking graphs
- ∞ Prepared and comprehended data industry trends then presented to webmaster and marketing director

### **NCAA MEN'S NATIONAL BASKETBALL CHAMPIONSHIP 1ST & 2ND Rounds | SEC Media Assistant | Mar 2008**

- ∞ Assisted in ensuring game-time operations ran efficiently for CBS Sports onsite headquarters
- ∞ Transferred statistics from headquarters to the media room where 40+ Journalist were creating their post-game analysis for print and digital media
- ∞ Transcribed quotes and meeting notes for players, coaches and journalist post-game

### **AUBURN UNIVERSITY ATHLETIC DEPARTMENT ([Auburntigers.com](http://Auburntigers.com)) | Media Relations Assistant | Aug 2007–May 2008**

- ∞ Drafted and communicated through digital journalism weekly articles for the Cross Country and Track and Field teams
- ∞ Gathered requested background and specific information requests
- ∞ Wrote feature stories for AuburnTigers.com
- ∞ Assisted with the writing of post-match recaps and coordinated the operation of the Southeastern Conference Women's Tennis Championships and maintained proper scoring on Auburntigers.com

## **PUBLICATIONS**

King, Shameka. "Act Right." *Auburn Magazine* Winter 2009: 22. Print

King, Shameka. "The Perfect Score." *Shareholder* Fall 2009: 24-25. Print.

King, Shameka. "Auburn Hosts SEC Outdoor Track & Field Championships." *Tiger Roar* Spring 2008: 11-13. Print.

Gust, Brad, and King, Shameka. "Auburn Track and Field ." *2008 Media Guide*. Birmingham, Alabama: EBSCO Media, 2008. Print.