



Reet Das • (917) 572-3688 • reet@kompressor.org • • • • • www.kompressor.org

Employment

Director, Account Management: Trafficbuyer Digital, New York City; February 2005 - Present. Develop, implement, and manage online direct response & brand focused advertising strategies. Oversee all client media planning and buying initiatives providing scalable CPA, CPC (Search & Contextual), and CPM opportunities. Create unique client facing analytics driven media performance reports focusing on meeting and exceeding campaign/client success metrics (ie. Lead Gen., data base collection, site traffic, product sales, etc.). Execute all metrics driven campaigns using 3rd party serving & tracking, conversion tags, client back end tracking URLs (Omniure, Hitbox, Google Analytics, etc.) to create actionable reporting data throughout the entire campaign process. **Clients include:** ING Direct, eDiets, athenahealth, Fodor's, Asia Transpacific Journeys, Colorado/Florida/New Orleans/Arizona tourism, Independence Airlines, NYC & Company, Visit Britain, Visit London.

Director, Branding & Search: Blue Ribbon Consulting, New York City; September 2003 - January 2005. www.blueribbonconsulting.net. Design and implement media driven initiatives focusing on ROI/ROAS, branding, and site development, utilizing major media strategic partnerships. Executed unique long and short term campaigns combining Search, Contextual programs, Network Advertising, Geo-targeted programs, targeted Portal programs (Yahoo, MSN, AOL), and cross media integration. Through 3rd party tracking in Atlas/DART - created detailed weekly client campaign reports detailing media spend, CTR by placement, CVR%, Avg. CPC, revenue, ROI/ROAS. Specialized in the beauty and automotive industries. Clients include Discount Tire, Estee Lauder, Clinique, MAC, Prescriptions, Origins, Stila, [and 7 other Estee Lauder brands].

Consultant: Kompressor, New York City; February 1997 - September 2003. Designed and implemented small and large-scale online solutions focusing on ROI and branding. Provided project management and interfaced with multiple clients for co-branded campaigns. Strategies included branding campaigns, SEM optimization to provide a lift in Search site traffic & conversions, rich media execution using Eyewonder/Point Roll/etc., large scale Search & Display programs, as well as online initiatives targeted to brick and mortar product sales [point of purchase].

Director, Consumer Strategy & Creative Director: ORB, Inc., New York City, March 2000 - January 2002. www.orb.net. Lead Strategist and Senior Project Designer responsible for developing major online and off line campaigns focusing on direct response, brand development, registration acquisition, product sales, and seasonal marketing. Helped to develop Orbit - one of the first online ad serving & tracking tools. Clients included: SONY, Forbes, Citibank, AT&T Wireless, Diners Club, Time, Inc., United Airlines, Estee Lauder, Cotyshop, Taco Bell, Coach, Bose Audio.

Senior Designer: Online Development & Marketing, Inc., New York City; September 1999 - March 2000. Designed visual concepts and content development as high-end web solutions for web-based clients providing a full range of web interactivity, support and e-commerce strategy. URLs:
<http://www.10past10.com> • <http://www.southcoastmotorcars.com> • <http://www.robertoswoodwind.com/>
• <http://www.epilepsyinstitute.com> • <http://www.strivecentral.com> • <http://www.vutek.com/>

Teacher: Skidmore College, Saratoga Springs, NY; Summers, 1999-2002. Taught digital theory in art and photography, production focused design, digital imaging, and new media development to students and continuing education professionals.

Skills•Assets

Dart/DoubleClick, Atlas DMT, SEM, Omniture, AdRelevance, AtPlan, Excel, PowerPoint, Google Adwords, Yahoo Panama & SSP, knowledge of affiliate marketing (Linkshare, Commission Junction), Copywriting, Photoshop CS, HTML, Dreamweaver MX, Adobe InDesign, Illustrator 10, PC/Mac Operating Systems, Small/medium/large format photography; digital photography.

Education

2006 Artist in Residence - American Academy in Rome, Rome, Italy
1998 MFA - Photography & Related Media: School of Visual Arts - New York City
1988 BA/BS - Double Major: Fine Art/Business, Minor: Art History - Skidmore College, Saratoga Springs, NY

1999 Bronx Museum, Artist in the Marketplace residency program
1994 Beaver Mill, Scholarship program for Monoprinting
1992 American Grantwriters Association, Seminar: Federal & State Fundraising
1987 S.A.C.I., Florence, Italy, Residency program for painting