



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

## Employment

**Director, Account Management:** Trafficbuyer, New York City; February 2005 - November 2005. Developed and implemented direct marketing strategies for a diverse client base [Search, Banner, Rich Media, Networks, Portals, Co-Reg., etc.]. Created detailed weekly accountability financial reports reflecting account optimization, ROAS, as well as growth models to illustrate scalability of advertising strategies. Direct point of contact with clients communicating strategic recommendations as well as competitive analysis reports using data from Adrelevance, AtPlan, Hitwise, etc. Clients include: Independence Air, Golden Palace, Visit New York, Chela Financial, and others.

**Director, Branding & Search:** Blue Ribbon Consulting, New York City; September 2003 - January 2005. [www.blueribbonconsulting.net](http://www.blueribbonconsulting.net). Design and implement media driven initiatives focusing on ROI, branding, and site development, utilizing major media strategic partnerships. Custom long and short term campaigns combining Search, highly targeted programs with Yahoo, AOL, MSN, Network Advertising, Internet Yellow Pages, site-specific targeting, and cross media integration, providing detailed weekly campaign reports illustrating media spend, CTR, daily spend, revenue, ROI [averaging 500%-1100% depending on the client], etc. Specializing in the beauty and automotive industries. Clients include Discount Tire, Estee Lauder, Clinique, MAC, Prescriptives, Origins, Stila, [and 7 other Estee Lauder brands].

**Consultant:** Kompressor, New York City; February 2002 - 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 structured to provide a lift in Search traffic, rich media programs using Eye-wonder/Point Roll/etc., large scale Search programs using bid management, as well as initiatives targeted to brick and mortar sales [point of purchase].

**Director, Consumer Strategy & Creative Director:** ORB, Inc., New York City, March 2000 - January 2002. [www.orb.net](http://www.orb.net). Lead Statelist and Senior Project Designer responsible for developing major online and off line campaigns focusing on special promotions, 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

Atlas DMT, AdRelevance, AtPlan, Excel, PowerPoint, familiar w/ DART, Google Adwords, Yahoo Search DTC, BlueStreak, Copywriting, Photoshop CS, HTML, Dreamweaver MX, Adobe InDesign, Illustrator 10, PC/Mac Operating Systems, Digital Video, 4-color RGB/CMYK prepress, Cactus/IRIS large format digital printing and color calibration, ProTools, Garage Band, analog four track recording and sound mixing. 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