










# JORGE LEGER

DIGITAL SOLUTIONS ARCHITECT | MARKETING OPERATIONS LEAD | PROJECT MANAGER

## WORK EXPERIENCE

- Mar 2017 – Present**  
**DIRECTOR, DIGITAL SOLUTIONS** at ASTOUND  New York, NY  
Projects Include: Web Development, CMS, E-Commerce Development, SEO, SEM, CRM, Marketing Technology (MarTech) Implementation (including requirements gathering, solution scoping, road mapping development, project management, and support within an agile environment), Data Migration, Data Architecture, Data Hygiene, Data Visualization (Domo & Tableau) Marketing Automation (Marketo, Pardot, Oracle, Mautic, HubSpot, Eloqua), Adobe, Business Intelligence, Strategy, Resource Management, Training, Vendor Management, and Delivery of solutions leveraging both local and cloud resources such as AWS and Azure.
- Aug 2016 – Mar 2017**  
**ASSOCIATE DIRECTOR, CLIENT OPS** at Starcom/Publicis  New York, NY  
Planned, created and implemented significant process and product changes within assigned accounts and across the agency.
- Nov 2015 – May 2016**  
**REVENUE MARKETING STRATEGIST** at The Pedowitz Group  Atlanta, GA  
Interim Technical Project Manager in an agile environment for GE Digital's Salesforce & Marketo overhaul. Strategy lead and coach to leadership to ensure alignment and overall project success.
- Apr 2014 – May 2015**  
**DIRECTOR, AD OPERATIONS** at Bluelink Marketing LLC  New York, NY  
Led a team of 7 internal resources, as well as several outsourced resources, to monetize a network of 15 owned and operated websites and a network of 30+ managed websites. Increased margins from 32% to 57% at year's end. I also led the Salesforce implementation and owned everything SFDC related. This included gathering requirements internally, scoping out an implementation plan, implementing, developing training documentation and best practices and supporting users all within an Agile environment.
- Jan 2013 – Apr 2014**  
**SR. ACCOUNT MANAGER** at Hollywood.com  New York, NY  
Sold and managed \$3.2M advertising dollars across Hollywood.com, MovieTickets.com, Spill.com, and a network of fan sites. Led the process from RFP through trafficking hand off. Led Salesforce implementation and administration.
- Jan 2012 – Jan 2013**  
**DIGITAL SALES PLANNER** at New York Media  New York, NY  
Led a team of 4 integrated sales planners as the lead digital sales planner for NYMag.com, Grubstreet.com, TheCut.com, and other New York Media owned and operated sites.
- Jun 2011 – Jan 2012**  
**CAMPAIGN MANAGER** at Cox Digital Solutions  New York, NY  
Trafficked, managed, and reported on +/- 30 advertiser campaigns per month across three digital ad networks of 2,500+ websites
- Sept 2009 – May 2011**  
**WEBSITE MANAGER** at The City College of New York  New York, NY  
Managed the college's 40K+ page multisite by creating and implementing content changes and training department leads to do the same.
- Dec 2007 – Aug 2009**  
**SMB ACCOUNT EXECUTIVE** at MesaageLabs, Inc. (Symantec)  New York, NY  
Sold email security products to C Level executives at SMB accounts across the US.

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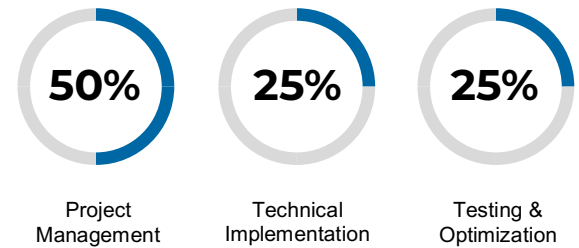
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**LinkedIn:** [www.linkedin.com/in/jorgeleger](http://www.linkedin.com/in/jorgeleger)

## WHO AM I?

Marketing Technology (MarTech) & Marketing Operations leader with over 10 years of experience in leadership, demand generation, web development, digital advertising, strategy, operations, sales & growth enablement, CRM and competitive strategy across B2C and B2B industries. I pride myself in providing attentive, focused ideas and support to everyone I work with. My goal is to take you, your project and your company to the next level.

### typical workload



## SKILLS



## OTHER RELEVANT PROFICIENCIES

Ad Serving, Marketing Automation, CRM, CMS, Active Directory, Business Intelligence, Training, Adobe Creative Suite, Google Analytics, Adobe Analytics, SEM Rush, MOZ, SEO, WordPress, HTML, CSS, PHP, Microsoft Office, Microsoft SharePoint, Graphic Design, Workflow Mapping, Lucid Chart, Microsoft Visio, Video Editing, and Audio Editing, Domo, Tableau, Cloud computing (AWS & Azure)

## EDUCATION

### BA: COMMUNICATION ARTS

The City College of New York  
New York, NY

2009 – 2011

### AAS: MULTIMEDIA ARTS & PROGRAMMING

Borough of Manhattan Community College  
New York, NY

2006 – 2009



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