# Scott MaisonDigital Advertising, Marketing and Big Data Innovator

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### Professional Profile

Digital Advertising, Marketing and Big Data Innovator with **over 11 years of experience growing digital ad revenue** and creating new revenue opportunities for the world’s largest magazine publisher and association in the world, AARP – resulting in a **1,600% increase in ad revenue** over 11 years**,** a **46% increase in remnant revenue** over the past 6 years (as s result of an 800% increase in CPMs along with a 80% decrease in unsold impressions), and a **190% increase in overall eCPM** over the past 6 years. **Over 20 years of experience in web development and marketing** including system integration, information / database architecture, interface design, graphic design, website and application design and development management (i.e. Agile, Waterfall).

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| --- | --- | --- |
| ADREVYOY.png | REMYOY.png | eCPMYOY.png |
| **1600% Ad Revenue increaseover 11 years** | **46% increase in Remnant Revenue****over past 7 years**(despite an 80% decrease in unsold impressions) | **190% increase in eCPM** **over past 7 years** |

**Core Competencies**

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| --- | --- |
| * Digital Advertising & Website Monetization
* Big Data Strategies and Product Development
* Digital Marketing & Campaign Optimization
* Programmatic / Remnant Monetization
* Inventory Analytics and Yield / ROI Management
* Audience Extension / Network Development
 | * Strategic & Operational Planning and Management
* Privacy & Data Protection
* Product Design and Development
* Sales Engineering
* Systems Design, Architecture & Integrations
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### Work Experience

#### Director, Digital Advertising Services

#### AARP: Washington, DC

##### 05/2012 – current

Leads the strategy, development and execution of digital advertising offerings on AARP’s digital properties. Leads teams of Media Planners, Client Services, Yield Management and Ad Operations in order to help guide and support digital ad sales activities. Decides strategic priorities and direction for the business as well as partnerships and contract negotiations with outside vendors and third parties.

* Designed and leads execution of AARP’s Native Ad offerings
* On-boards online and offline data (multimillion record sets) for digital ad monetization on and offsite while maintaining privacy and data protection
* Leads design and execution of data driven / audience product sets – **16% of annual website revenue**
* **Leads the 75% (and growing) YOY revenue increase** in Programmatic/Indirect/Remnant Monetization
* Oversees an Email advertising program of **over $10M in revenue**
* Designed and maintains entire digital advertising infrastructure

#### Manager, Interactive Advertising

#### AARP: Washington, DC

##### 09/2006 – 05/2012

Defined, led and managed the architecture and oversight of the entire digital ad operations foundation for AARP (team structure and resource decisions, process development and technology infrastructure and vendor decisions)

* Led a 6 month effort to simultaneously launch 4 new system integrations in conjunction with a complete re-architecture of ad code during a complete a site redesign. (Salesforce, DSM, DFP, Collective/AMP)
* Created the AARP Audience Extension offering leveraging both online and offline 3rd party and proprietary data to extend AARPs reach to the 50+ online populations beyond the AARP.org domain
* Worked within a quality/policy sensitive environment resulting in the first ever monetization of unsold inventory (Indirect/Programmatic) – resulting in **the creation of a multimillion dollar revenue stream**.
* Developed methodologies, analytics/calculations, tools and process to provide revenue projections, data mining/trending, inventory forecasting and billing/invoicing/discrepancy resolution.

#### Independent Contractor/ Freelance

##### NeatChi Design (LLC)

##### 01/2001- 08/2006

###### Created LLC company as self employment / contracting vehicle to provide graphic design, website design and development and systems integration and administration services.

###### **Technical Producer: U.S. News & World Report: Georgetown, DC**

##### 10/2005 - 05/2006

Responsible for the front end design and development of the usn.com website

* Facilitated several migrations including: ad server from Atlas to Double-Click; table based layout to CSS and modularization
* Implemented MovableType as content management system allowing Editorial Producers to create ad hoc Blogs and Splash pages

###### **Web & Graphics Manager: Terabeam Wireless: Falls Church, VA**

##### 03/2005 - 08/2005

* Design, develop and administer multiple websites including the eCommerce platform, email and web servers
* Develop presentations, product marketing, posters, tradeshow booths & supporting displays/posters, mailings and mailing lists

###### **Senior Web Designer/Technical Lead: IQ Solutions, Inc.: Rockville, MD**

##### 05/2002 - 08/2004 (*FTE Position*)

Manage the Web Design group and Web Developers on several projects including the National Institute on Drug Abuse (NIDA) and SAMHSA Web sites and web applications

* Technical Lead, Senior Web Designer, and eventual Project Manager on SAMHSA's Drug Abuse Warning Network (DAWN) initiative developing their Web presence, data mining applications, and computer-based training materials. **Grew the original 900K/7 year contract into over $3MM of additional business in my 2 1/2 years on the contract.**

###### **Lead Designer: SymRx, Inc.: Rockville, MD**

###### **01/2001 - 10/2001**

Contracted to lead the "Design Transition" during acquisition of CornerDrugstore

* Synced working relationships between designers and developers through consensus building and process implementation
* Implemented the “Health Center" - Strategy and implementation of a major third-party content provider
* Development of marketing site, info-graphics development for investment/business plan

###### **Additional Major Projects**

* National Geographic, CRANE (Content Registry And Navigation Engine) Interface: Design and implement front end interface for data entry into existing database - new intelligent search engine
* MedContrax, CPN Web Application: Assist in development of an online pharmaceutical purchasing application providing interaction between GPOs, Manufacturers, and Wholesalers
* FedEx Pilots: Design and development of FedExPilots.com site (Union site) during contract negotiations
* Drug Fair (now Walgreens): Design and development of Drug Fair website including health content, online prescription refill, store profiles and online advertising

#### Web Designer

#### Concept Five Technologies: Vienna, VA

##### 10/1999-12/2000

* Responsibilities included Interface design and development, requirements development, Web site usability management, and Marketing Site Management.

#### Graphic Designer

#### Compusearch Software Systems Inc.: Dulles, VA

##### 09/1997-10/1999

* Responsible for "Total Image Management" - All marketing materials both print and digital (e.g. logo design, web design, print collateral, etc.)

### Education

#### Ringling College of Art and Design

#### Sarasota, FL

##### 1993-1997

BFA**:** Graphic Design, Minor: Photography **Best of Ringling**1995, 1996, 1997

#### Eagle Scout

#### Boy Scouts of America

##### 1984-1993

Eagle Scout is the highest rank attainable in the Boy Scouting program of the Boy Scouts of America. It is only achieved by 2% of those who participate in scouting and earned by individuals who demonstrate leadership, dedication to volunteerism, and quality of character.

### Achievements

#### Professional Honors & Awards

**AARP Media Sales: Trail Blazer Award**

2016

**Recognized as a main contributor to breaking new ground in order to secure a new industry client through innovation and cooperation across business lines.**

**Krux 2014 Data Innovator**2014
Recognized as an industry leader "whose hard work and imagination are letting marketers and media companies transform the practice of data-driven marketing...fostering a new age in marketing, and blazing a trail for the rest of the industry to follow."

**2003 WWW Health Awards**2003
Recognizing the best health-related Web sites for consumers and professionals.

* Association/Professional Society Division: SILVER Award for the Adults & Children Together Against Violence Web site (highest award in division)
* Government Division: SILVER Award for SAMHSA's Drug Abuse Warning Network (DAWN) Web site (highest award in division)

**InfoWorld Top 90**2000

* InfoWorld Top 90 companies creating innovative e-business for eCommerce redesign of the Cadillac Plastic e-Commerce Site

### Skill Sets

#### Digital Advertising

#### Digital Advertising, Mobile Monetization, Responsive Design, Native Advertising, Data Management Platforms (DMP), SSP, DSP, First Party Data, Third Party Data, Second Party Data, Data On boarding, Data Matching, Audience Extension, Programmatic Advertising, Viewability, Multi-screen (Cross screen) Monetization, Cross Device Attribution, Self Service Advertising, Email Monetization, Brand Awareness Studies, Data Protection, Retargeting, Remarketing, Social Marketing, Facebook Instant Articles

**Software / Vendors / Platforms**Google / DoubleClick (DSM, DFP), DART Sales Manager, Collective, Krux, Operative, Adobe Omniture Suite, Google Analytics, DAY/CQ, Google Search Appliance, Brightcove, Salesforce, AdChoices, PageGauge, AdJuster, Google Publisher Tags (GPT), Acceleration, ExactTarget, LiveIntent, Merkle, LiveRamp, Comscore, Datalogix, YieldEdge, YieldEx, Rubicon, AppNexus, Criteo, ADMARC, Microsoft Office Suite, AIQ, JIRA, Outbrain, AdExchange (AdX), AdSense (AdS)

**Technology / Development**HTML, CSS, HTML5, Agile, Waterfall, Data Transfer Files, API, Javascript, Cloud, SaaS, Systems Integration, Excel Pivot Tables and formulas, Salesforce Administration, DataLoader