

Conner Johnson

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OVERVIEW

- Deep understanding of the digital marketing ecosystem (social, in app, video, etc.) and all stakeholders within it
- Self-motivated, proven leader comfortable working in large, cross-functional teams
- Knack for creating deep and lasting relationships with clients
- Quota driven individual who consistently meets targets in challenging, fast-paced environments
- Skilled presenter able to effectively communicate with C-level to strengthen partnerships
- Proven ability to diagnose problems and work with stakeholders to resolve outstanding issues

EDUCATION

University of Washington

Degree: Master of Real Estate

September 2022 - Present

Gonzaga University

Degree: Bachelor of Business Administration

Concentrations: Marketing, Finance

August 2008 – May 2012

CAREER PATH

Amobee

Senior Account Executive

December 2020 – Present

- Educate and sell advertisers on Amobee's cross-channel capabilities (CTV/Linear, Mobile, Desktop, Social, Audio, Native, Social, Etc.)
- Develop and lead Amobee's global strategy for Amazon, Facebook, Microsoft, Nordstrom, etc.
- Exceeded revenue quota by 1.4x, a top grossing rep for net new clients

Quantcast

Senior Account Executive

June 2019 – April 2020

- Prospect and sell advertisers on Quantcast's differentiators and market positioning
- Develop and lead Quantcast's global strategy for Amazon, Microsoft, and Facebook (direct and agency)
- Educate partners on Quantcast's positioning in the marketplace (1P data network + activation, DSP, CMP, DMP, etc.)
- Exceeded revenue quota by 1-1.3x

InMobi

Senior Sales Manager

April 2018 – June 2019

- Sell a variety of solutions to advertisers including DSP, mobile 1P data segments, etc.
- Prospect and execute IO's for advertisers like Amazon, Intuit, LinkedIn, Pandora, Facebook, Machine Zone, etc.
- Contribute to cross functional teams to action advertiser feedback for new product features
- Exceeded quarterly revenue quota consistently by 1.5-2x

Sales Manager

January 2016 – April 2018

- Prospect performance/brand advertisers with scale potential for InMobi's network
- BoB includes Walmart, Retailmenot, Checkout51, Zulily, Facebook, Facebook Messenger, Instagram, Pandora, Amazon Music, Prime Video, Amazon Shopping, Amazon Games, LinkedIn, etc.
- Led and delegated teams executing campaigns for the largest advertisers in mobile

- Consistently exceeded quarterly quota between \$1-\$15M.

Senior Account Manager

September 2015 – January 2016

- Owned and managed a \$15m+ book of business of Pandora, Machine Zone, HBO Now, etc.
- Worked closely with engineering, delivery, supply, and sales teams to ensure InMobi exceeded client expectations.
- Presented new opportunities to clients to unlock additional revenue.
- On average exceeded revenue quota by 1.5x.

Account Manager

June 2015 – September 2015

- Hired to bring a blend of intuitiveness, relationship building, and composure to a high-pressured role working with InMobi's largest performance advertisers
- Exceeded quota by 2x and was promoted to Senior Account Manager.

Vesper Marketing

August 2013 – March 2017

Owner

- Prospect clients through expansive network built over 4+ years in SEM, desktop, and mobile advertising
- Manage and allocate \$25k/month in advertising spend, primarily across Adwords and Bing Ads
- Attended conferences like SMX, MAU, SXSW, etc. to network and win new business

Microsoft

February 2013 – June 2015

Account Manager

- Managed and upsold book of business that consisted primarily of travel/social advertisers
- Worked directly with sales, engineering, support, and product to meet client ROAS expectations
- Played an integral role working with product to develop and refine Product Ads, one of Bing's leading revenue generators
- Leading seller for Sitelink Extensions and Product Ads, exceeded target by 2.5x

Marchex

June 2012 – February 2013

Campaign Manager

- Setup and manage PPC campaigns for SMB clients located in the US primarily concerned with lead generation through web forms and phone calls
- Primarily sought leads for advertisers through Google Adwords and Bing Ads