

VANESSA CHO

ASSOCIATE MEDIA DIRECTOR

CONTACT

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SKILLS

- Media Strategy
- Media Planning
- Prisma
- Microsoft Excel
- PowerPoint
- Budget Management
- HCP Media
- Team Leadership
- Time Management Skills
- Attention to Detail

EDUCATION

Bachelor of Arts 05/2016
Temple University
Philadelphia, PA
Communications

SUMMARY

Associate media director with 9 years in agency media, leading planning and investment for a \$90M pharmaceutical and consumer health portfolio. Manages 7 planners and supervisors, owns budgets and billing in Prisma and Microsoft Excel, and builds the PowerPoint strategy decks presented to client brand leads.

EXPERIENCE

Associate Media Director 03/2022 - Present
Rittenhouse Media Partners Philadelphia, PA
Healthcare-focused media agency with 250 staff.

- Lead media strategy for a **\$90M** portfolio of 6 prescription and consumer health brands.
- Manage 7 planners and supervisors, running annual reviews and promoting 2 team members in 2025.
- Own budgets, actualization and billing in Prisma and Microsoft Excel, closing each year within 0.3% of approved spend.
- Present annual plans and quarterly results in PowerPoint to brand directors and medical-legal review teams.

Media Supervisor 06/2018 - 02/2022
Schuylkill Advertising Philadelphia, PA
Pharmaceutical advertising agency with 120 staff.

- Supervised planning for \$35M in TV, digital and HCP media across 4 pharmaceutical brands.
- Built an HCP targeting plan with 3 medical publishers that raised new prescriber reach 26%.
- Trained 5 planners on Prisma, flowcharts and time management for overlapping launch deadlines.

Media Planner 07/2016 - 05/2018
Penn Square Media Philadelphia, PA
Media agency for consumer health and retail brands.

- Planned \$12M a year in digital and print media for 3 consumer health brands.
- Compiled MRI and Comscore data into 25 audience profiles for new business pitches.
- Tracked weekly delivery for 200 placements, flagging under-delivery before month-end close.