

Gregory Haines

Media Director

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Summary

Media director with 12 years in paid media, leading a 14-person team that plans and buys \$120M a year across programmatic, search, social, CTV and audio for retail and financial clients. Sets measurement standards with Google Analytics and Google Tag Manager, and serves as senior client lead on 5 accounts.

Experience

Media Director

01/2021 - Present

Inman Park Media

Atlanta, GA

Independent media agency with 90 staff and \$250M in annual billings.

- Lead a team of 14 planners, buyers and analysts handling \$120M a year in media for 5 clients.
- Direct programmatic, search, social, CTV and audio strategy, holding client retention at 96% over 4 years.
- Establish measurement plans in Google Analytics and Google Tag Manager, plus 6 geo-lift tests a year.
- Secure 4 new accounts worth \$38M in billings in 2024 and 2025 through pitch strategy and presentations.

Associate Media Director

03/2017 - 12/2020

Buckhead Media Partners

Atlanta, GA

Media agency serving national banks, insurers and retailers.

- Managed \$45M in digital and TV media for 3 national banks and insurers.
- Launched the agency's programmatic desk on 2 DSPs, moving 30% of display buys in-house.
- Hired and trained 6 planners and buyers, 4 of whom were promoted within 2 years.

Media Supervisor

06/2014 - 02/2017

Midtown Media Group

Atlanta, GA

Media agency for regional retail and restaurant brands.

- Supervised \$20M a year in Google Ads, display and TV buys for 6 retail clients.
- Built the agency's first digital advertising dashboard, used by 30 staff weekly.
- Negotiated local TV packages in 5 markets, saving 14% against prior-year rates.

Education

Bachelor of Arts

05/2014

University of Georgia
Advertising

Athens, GA

Skills

- Media Strategy
- Programmatic
- Google Ads
- Google Analytics
- Google Tag Manager
- Digital Advertising
- Measurement
- Client Leadership
- Leadership
- Strategic Thinking