Lindsey Tran

Media Supervisor

Media supervisor with 7 years of media planning and buying at Boston agencies, now supervising a team of 4 on $60M in annual spend for healthcare and financial services clients. Oversees plans, buys and DoubleClick ad serving, keeps billing within 0.5% of plan, and presents results in PowerPoint to client leadership.

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Experience

Media Supervisor

01/2023 - Present

Back Bay Media Group — Boston, MA

Media agency with 180 staff serving healthcare, finance and education brands.

- Direct 4 planners and buyers on **$60M** in annual spend for 5 healthcare and financial services clients.
- Approve media plans, flowcharts and budgets in Microsoft Excel before each launch, keeping billing within 0.5% of plan.
- Oversee DoubleClick tagging and trafficking for 900 placements a year, with GA4 conversion checks before launch.
- Present quarterly media reviews and test results in PowerPoint to client VPs and brand directors.

Senior Media Planner/Buyer

05/2019 - 12/2022

Charles River Advertising — Cambridge, MA

Independent agency for hospitals, insurers and universities.

- Planned and bought $18M a year in digital, TV and print media for 4 hospital and insurance clients.
- Negotiated rates with 30 publishers and stations, saving $1.2M against rate card in 2022.
- Built GA4 and Excel post-campaign reports that set next-year budget splits for 3 clients.

Assistant Media Buyer

06/2018 - 04/2019

Seaport Media — Boston, MA

Media buying firm for regional retail and education clients.

- Trafficked 300 digital placements in DoubleClick and tested every tag before launch.
- Tracked invoices against 150 insertion orders a quarter for 6 clients.
- Gathered Comscore and MRI data for 12 audience briefs used in new plans.

Skills

- Media Planning
- Media Buying
- DoubleClick
- GA4
- Microsoft Excel
- PowerPoint
- Media Research Tools
- Budget Management
- Strategic Thinking
- Attention to Detail

Education

Bachelor of Science

05/2018

Bentley University

Waltham, MA

Marketing