

Ryan Castillo

SENIOR MEDIA PLANNER

Dallas, TX (214) 555-0187 ryan.castillo@email.com linkedin.com/in/ryancastillo

SUMMARY

Senior media planner with 6 years at Dallas media agencies, leading plans across CTV, online media, OOH, Meta and audio for restaurant and telecom brands. Owns \$45M in annual plans, coaches 2 planners, and presents strategy, test results and post-campaign reads in PowerPoint to client marketing leaders and CMOs.

SKILLS

Other Skills: Media Planning, CTV, OOH, Online Media, Meta, Excel, PowerPoint, MRI-Simmons, Presentation Skills, Collaborative

EXPERIENCE

Senior Media Planner

02/2023 - Present

Trinity Media Works

Dallas, TX

Media agency with 200 staff serving national restaurant, telecom and retail brands.

- Lead media planning for **\$45M** a year across CTV, OOH, online media, Meta and streaming audio for 3 national brands.
- Develop channel mixes from MRI-Simmons and first-party data, raising reach among adults 25-54 by 14%.
- Present quarterly plans and post-campaign results in PowerPoint to client CMOs, brand teams and franchise owner groups.
- Coach 2 media planners on Excel flowcharts, budget tracking, MRI-Simmons audience pulls and vendor negotiations.

Media Planner

06/2019 - 01/2023

Deep Ellum Advertising

Dallas, TX

Independent agency serving regional healthcare and auto clients.

- Planned \$15M a year in local TV, online media, radio and OOH for 5 regional healthcare and auto clients.
- Negotiated OOH packages across 4 Texas markets, gaining 22% bonus billboard weight at no added cost.
- Built Excel flowcharts and budgets for 30 campaigns a year, closing each within 1% of plan.
- Partnered with creative teams on 12 CTV launches, matching spot lengths and formats to each streaming platform's specs.

EDUCATION

Bachelor of Science

05/2019

Texas Tech University

Lubbock, TX

Advertising