

# ALEXANDRE J. DOHRMANN

Sales Engineer, Full-Stack Web Developer, AdTech Guru

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📍 San Francisco, CA



## EXPERIENCE

### Sales Engineer

Liftoff Mobile, Inc.

📅 01/2019 - Ongoing 📍 Palo Alto, CA

Performance-driven App Marketing & Retargeting

- Acting technical expert for the Liftoff platform with key MMP, marketing partners, and supply integrations
- Collaborate with internal stakeholders in engineering, product, commercial, and operational teams to vet and promote platform changes, product enhancements, and product releases to the broader commercial teams
- Internal/external product expert supporting thirty-eight(38) members of the Americas, APAC, and EMEA sales organizations with pitching, closing, and guiding client partners through campaign technical integrations, best practices, campaign implementation, and success
- Commercial team trainer in key Liftoff products: Re-Engagement, Incrementality, and Product Feed Retargeting for all existing and new-hire employees
- Positively impacted over \$1.65MM in gross revenue within first five(5) months at Liftoff

### Media Director (Contract Consultant)

Off Base Productions

📅 01/2016 - 06/2018 📍 San Francisco, CA

Marketing and Advertising

- Worked closely with the COO to curate strategy, planning, account management, project management, and advertising operations teams and processes - helping to transform the company from a creative shop to a full-service boutique agency
- Directly involved in sales and business development of existing business and new AOR opportunities for the agency - resulting in several new marketer contracts in the gaming industry and \$2MM+ in new revenue
- Complete knowledge and implementation of Microsoft Office Suite and Adobe Creative Suite to produce ground-up introduction pitches, potential business pitches, RFP's, and reporting and up-sells from Off Base Productions to client-base
- Plan, deploy and manage all digital advertising campaigns with internal and external teams through the use of AdTech platforms (including but not limited to): DoubleClick, MediaMath, Sizmek, Nielsen, Flashtalking, The Trade Desk, etc

## SUMMARY

After a decade in AdTech sales and marketing, I found myself yearning for more. I wanted a career that satisfied my desire for constant learning and was equal-parts creative and logical/mathematical. I learned about sales engineering and began pursuing technical skills that I needed to do the role. I have achieved that dream and am looking to expand on this passion in a managerial capacity.

## EDUCATION

### Web Development

General Assembly

📅 06/2018 - 09/2018

GPA

pass / pass

### Modern Languages, BA

Cal Poly, SLO

📅 09/2003 - 12/2007

GPA

3.4 / 4.0

### Music, Minor

Cal Poly, SLO

📅 09/2003 - 12/2007

GPA

3.4 / 4.0

## DEVELOPMENT SKILLS

Bootstrap

CSS

Django

Express

Git/Github

HTML

JavaScript

jQuery

MongoDB

Node

Python

React

## EXPERIENCE

### Senior Account Executive

#### Fusion Media Group

📅 01/2016 - 06/2017 📍 San Francisco, CA

##### Online Media

- Sole sales representative covering all Pacific Northwest accounts
- Educated new prospective clients (while maintaining current customers), on over 50+ Digital, Native, Content, Events, and Custom Video products that Fusion Media Group has to offer
- Closed over \$1.5MM in new business during the transition of my acquisition from Gawker Media after the Hulk Hogan lawsuit, Chapter-11, and final sale to Fusion Media Group - Managing over 30 accounts, 20 of which were all new business accounts that I brought in
- Mentorship of west coast account manager and implementation of skills required for planning, account management, up-selling, and completed/lapsed accounts

### Senior Account Executive

#### Peel, Inc

📅 05/2014 - 01/2016 📍 Mountain View, CA

##### Computer/Mobile Software

- 360-degree evangelization of Peel within the Pacific Northwest AdTech community from both an agency and client-direct perspective
- Given responsibility as a "national farmer" to help other regional reps gain traction in their territories across the US, to which I helped onboard nine(9) new partners with over \$3.5MM in new revenue impact
- As part of Peel's first ad sales team, I established Peel's brand, technology, and advertising offerings in within the Pacific Northwest, US region (CA, NV, OR, UT, WA, and WY) for brand and agency partners
- Brought in over \$2MM in first-time individual contributor revenue from some of the biggest brands in the world, including (but not limited to): Google, Samsung, Netflix, Old Spice, Ubisoft, Roku, and Nintendo

### Senior Account Manager, Lead - West Coast

#### PopSugar, Inc.

📅 02/2012 - 11/2013 📍 San Francisco, CA

##### Publishing

- Managed the top ten (10) accounts and twenty-five(25) new business spenders for three(3) senior sellers, one(1) director, and one(1) VP
- Strategy and management of the new and existing business with internal teams (Project Management, Custom Solutions, Engineering, Sales, Operations, Talent, Production, and Editorial) as well as external brand and agency business partners
- Produced custom programs ranging from \$500K-\$2MM, seeing the programs through from concept, production, fruition, successful campaign delivery and ultimately next steps and renewal
- Personally sold over \$2MM in booked revenue for the LA region for Adidas, DPG, Uggs, and Sony
- Team lead for west coast account managers - hiring, growing and leading the team in best practices and relevant internal systems and technologies, such as (but not limited to): Operative/O1, Salesforce, DFP/DFA, Concur, HootSuite, Microsoft Office Suite, and Adobe products/platforms

## ACHIEVEMENTS



### SFBIG 2016-2017 Salesperson of the Year Nominee

"Salesperson of the Year" nominee for helping create and launch a new branded content program for Bandai with Kotaku/Gizmodo:  
<https://www.sfbig.org/salesperson-of-the-year/>



### Front-End Design Award-Winner

During my study at General Assembly, I won the award for "Most Beautiful" for my basic JavaScript-based browser tamagotchi:  
<http://www.alexandre-dohrmann.com/tamagotchi/>

## LANGUAGES

### English

Native



### Spanish

Proficient



### French

Intermediate



## MY LIFE PHILOSOPHY

*"Press on. Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent."*

- Ray Kroc

## FIND ME ONLINE



LinkedIn

[www.linkedin.com/in/alex-dohrmann/](http://www.linkedin.com/in/alex-dohrmann/)