

STEVE AFFAT
steve.affat@gmail.com
(718) 578-3709

experience
2007-2009

MICROSOFT, MASSIVE INC. DIVISION

NEW YORK, NY

Senior Account Manager

- Leveraged deep understanding of the gaming landscape to respond to proposals utilizing campaign parameters and relevant video game titles
- Evangelized Dynamic In-Game Advertising and executed all post sales processes in the Eastern, Southern US as well as Canadian regions
- Led HD video capture initiative, resulting in campaign budget increases of up to 300% for Warner Bros.
- Evaluated product development opportunities with top-tier publishers including Activision, Electronic Arts and Ubisoft, resulting in additional client solutions
- Prepared and presented pitch decks, budgets and strategic presentations including industry overviews and cross-platform campaigns
- Developed and managed tools to streamline internal processes resulting in efficient campaign management.
- Maintained agency clients including Sprite, Warner Bros., McDonald's and Unilever

2006-2007

DRAFT FCB

NEW YORK, NY

Media Planner

- Planned and executed media strategies targeted to teens for ONDCP, testing new interactive media and technologies with a focus on gaming and entertainment
- Conducted audits of brand perception across various social media platforms and the blogosphere, using broad search engines such as Technorati and Ice Rocket, as well as granular manual research
- Thoroughly analyzed campaign reporting for optimizations, cross referencing historical performance with live campaigns, resulting in click through rates reaching 7.5%
- Assisted heavily in ad implementation and trafficking processes of up to 20 simultaneous creatives with multiple digital partners, while negotiating cross platform opportunities

Assistant Media Planner

- Developed digital media strategies targeted specifically to physicians for multiple Merck pharmaceutical brands, resulting in increased brand awareness
- Utilized relevant research tools, developed creative spec sheets, negotiated proposals with site publishers and trafficked placements into third party ad servers
- Effectively managed client expectations on a daily basis, creating regular status and flash reports
- Managed the QA process between creative agencies, publishers and Med Legal, due to a lack of account management team

education
2002-2006

HOWARD UNIVERSITY

WASHINGTON D.C.

John H. Johnson School of Communications

Bachelor of Arts May 2006. Major in Advertising, Minor in Graphic Design. Dean's List. Inducted into the National Society for Collegiate Scholars; recognizing undergraduate students for outstanding scholastic achievement.

MAIP Intern: Selected by the American Association of Advertising Agencies to partake in the Multicultural Advertising Internship Program during the summer of 2005. Joined 95 of the 300+ applicants placed in ad agencies across the US. Actively participated in programs specifically designed to increase functional knowledge of interactive media planning and the television buying landscape.

skills

Adobe Photoshop, Microsoft Office: Excel, PowerPoint, Nielsen, Simmons Research, Fiviva: GameRes, Comscore, Omniture, Internet Savvy, working knowledge of Spanish

personal

Video games in all aspects, specifically the emerging media platforms of Microsoft Xbox, Sony Playstation and mobile. Other interests include travel, movie/video game soundtracks, keeping on top of social media trends, maintaining a gaming blog and writing for an upcoming gaming website.