



Ali Soong

Media & Technology | Strategy | Data & Analytics

EXPERIENCE

NBCUniversal: New York, NY

Manager, Client Strategy

March 2019 – Present

- Build go-to-market insights and positioning materials with client-focused solutions.
- Develop and socialize strategic sales tools to differentiate the NBCU portfolio in the marketplace, collaborating with and training teams across the ad sales organization.
- Drive growth by analyzing industry trends, consumer behaviors, and competitive research to identify market whitespaces and generate opportunity sizing and forecasts.
- Work with clients and sales leads to understand advertisers' business challenges and craft compelling recommendations to improve media plans that utilize NBCU's linear, digital, and data capabilities.

Inventory Analyst, Strategic Planning

May 2018 – March 2019

- Led cross-functional team to optimize over \$100 million worth of ad inventory while resolving any unexpected issues, working with Pricing & Planning, Finance, Operations, Sales and Marketing.
- Maximized revenue while prioritizing business objectives and managing liability of 3 networks.
- Identified inefficiencies and proactively designed and developed a new management tool to increase productivity for the Pricing & Planning, Inventory, and Account Services teams.
- Oversaw the collaboration with engineering after pitching to senior business leaders to convert product vision into a fully implemented digital application, now accessible to all NBCU networks.

Associate, Advertising Sales

July 2017 – April 2018

- Revamped and streamlined planning and inventory reporting processes for NBCU's Hispanic networks.
- Served as the first line of contact with internal and external partners to ensure maintenance of advertisers' commercial and marketing schedules.

The Paideia Institute for Humanistic Study: Rome, Italy

Digital Humanities Web Developer

June 2016 – August 2016

- Launched an interactive online commentary platform, collaborating with developers and designers.
- Managed full-stack development, implemented product features, and conducted user tests.

EDUCATION

Master's in Information Science

Class of 2017

Cornell University Graduate School | GPA: 4.0

Bachelor's in Information Science

Class of 2016





Cornell University College of Arts and Sciences | GPA: 3.9

- Minor in Business • Distinction in all Subjects • Academic Excellence Award

SKILLS

- MS Office (Excel, PowerPoint, Word)
- Trello • Google Drive • Monday.com
- Adobe InDesign, Illustrator, Photoshop
- HTML • CSS • JavaScript • Python
- Java • SQL • PHP • MATLAB

CONTACT

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