

Christian Guerrero

MEDIA DIRECTOR · PHARMACEUTICAL AGENCY · CROSS-CHANNEL MEDIA PLANNING & BUYING · TEAM LEADERSHIP

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\$2.1M

Incremental Media
Investment Driven

100%

Client Retention

\$330K

Net-New Budget Won

30%

Faster Campaign Execution

5 yrs

Pharma Media Experience

PROFILE

Media Director with 5 years of pharmaceutical agency experience leading cross-channel media planning, buying, and campaign optimization for Fortune 500 life sciences clients at Havas Media Network and KINESSO (IPG). Proven track record formulating strategic media plans across digital and traditional channels, aligning media investments with client marketing objectives, and delivering measurable business outcomes. Experienced managing and mentoring direct reports, leading client relationships as a trusted strategic advisor, and negotiating media partnerships that drive ROI. Deep expertise in online media, programmatic, CTV, display, and video planning and buying, with hands-on proficiency in Google Campaign Manager 360, ad serving technologies, and media management platforms.

EXPERIENCE

Associate Director, Media (Programmatic)

Havas Media Network · New York, NY · Mar 2026 - Present · Promoted from Supervisor

- Spearhead cross-channel media strategy for Sanofi's pharmaceutical portfolio (10+ brands across HCP and DTC): formulating media plans that allocate budgets across programmatic display, CTV, video, and YouTube, aligning seamlessly with client marketing objectives and consistently growing year-over-year media investment.
- Lead and manage a team of 3 media planners: mentoring team members on media planning and buying best practices, developing training materials, optimizing workflows, and fostering a collaborative culture that reduced campaign launch timelines by 30%.
- Serve as the voice of the client in all media strategy discussions: maintaining independent presence in senior client meetings, speaking to strategy, objectives, plan rationale, and expected results while providing strategic counsel that strengthens client trust and retention.
- Conduct ongoing campaign analyses across channels to drive performance improvement: leveraging data from DoubleVerify, DeepIntent, IQVIA, and Veeva Crossix to identify target audiences, calculate ROI, and deliver actionable insights that inform media optimization and investment decisions.
- Negotiate and execute online media strategies across programmatic guaranteed, PMP, and direct IO deal types within budget: ensuring quality delivery, pacing accuracy, and timely execution across The Trade Desk, DeepIntent, Adelphic, and Google Campaign Manager.
- Collaborate with media partners and cross-functional teams to advance client business objectives: fostering long-term vendor partnerships, evaluating emerging ad technologies, and bringing clients first-to-market solutions that differentiate the agency.

Supervisor, Media (Programmatic)

Havas Media Network · New York, NY · Nov 2024 - Mar 2026

- Drove \$2.1M in incremental investment across Sanofi's media portfolio by leading end-to-end media planning and buying for Beyfortus, Flublok, Fluzone HD, Jevtana, and Tzield across display, CTV, and YouTube channels.
- Secured a \$60K Google partnership credit by identifying and pitching a first-to-market HCP targeting format on YouTube, activating before any competing agency and demonstrating strategic leadership in media negotiations.
- Converted 3 pharmaceutical brands from direct IO to programmatic media buying: building the strategic business case, aligning senior client stakeholders, negotiating new deal structures, and managing end-to-end execution.
- Developed multi-scenario media plans (\$100K / \$250K / \$500K budget tiers) grounded in audience data and market analysis, enabling clients to make informed investment decisions aligned with their business objectives.
- Conducted campaign performance analyses using Veeva Crossix Rx attribution, delivering measurement insights (31.5% visit-to-prescription conversion rate) that directly informed client media reallocation decisions.

Manager, Media & Addressable Activation

Matterkind (KINESSO / IPG) · New York, NY · Apr 2024 - Nov 2024 · Role eliminated, J&J account loss

- Managed cross-channel media planning, buying, and campaign execution for 6+ Fortune 500 enterprise accounts including J&J: leading client kick-off calls, overseeing delivery performance across programmatic and CTV campaigns, handling escalations, and conducting QBRs with zero client attrition.

- Led 2 full platform migrations with zero campaign disruption: coordinated technical onboarding, QA testing, and cross-functional collaboration with ad operations teams, ensuring seamless delivery continuity and client satisfaction.
- Contributed to monthly billing and financial reconciliation across a portfolio of enterprise media accounts: reconciling campaign actuals, resolving discrepancies with clients and finance teams, and maintaining accurate delivery records.

Senior Associate to Manager, Media & Addressable Activation

Matterkind (KINESSO / IPG) · New York, NY · Oct 2022 - Apr 2024 · Promoted Apr 2024

- Grew enterprise client media investment by \$330K through data-driven storytelling: built audience performance analyses, translated campaign insights into upsell recommendations, and closed incremental budget through consultative engagement with senior agency and brand stakeholders.
- Designed a multi-platform campaign evaluation that became a formal IPG agency case study: built the measurement framework, analyzed media delivery and audience performance data, and produced actionable findings adopted across the holding company network.
- Owned end-to-end media planning and buying across programmatic guaranteed, PMP, and direct IO deal types on CTV and YouTube: audience targeting, bid optimization, pacing, wrap reporting, and billing coordination, achieving 20% improvement in budget utilization and 100% on-time delivery.

Associate & Coordinator, Media & Addressable Activation

Matterkind (KINESSO / IPG) · New York, NY · Jul 2021 - Oct 2022

- Built foundational media planning and buying expertise at one of the world's largest agency holding companies across campaign trafficking, audience management, media execution, and performance analysis.
- Improved budget utilization by 20% through pacing analysis and media reallocation; trained incoming team members on media planning workflows, cutting ramp-up time by 25%.

SKILLS & PLATFORMS

Media Planning & Buying: Cross-channel media planning, programmatic media buying, direct response, brand marketing, media negotiations, budget allocation, response forecasting, programmatic guaranteed, PMP, direct IO, CTV, YouTube, display, video

Ad Serving & Media Platforms: Google Campaign Manager 360 (DoubleClick), The Trade Desk, DeepIntent, Adelphic, Doceree, DoubleVerify, Integral Ad Science, Nielsen, iSpot

Analytics & Measurement: Campaign performance analysis, ROI calculation, Veeva Crossix (Rx Attribution), IQVIA, Swoop, PurpleLab, audience segmentation, media mix optimization, post-campaign reporting

Client & Team Leadership: Client relationship management, strategic media counsel, team mentorship and development, cross-functional collaboration, new business initiatives, financial acumen, billing and reconciliation

Tools: Microsoft Excel (Expert), Microsoft PowerPoint (Expert), Microsoft Word, Google Sheets, Google Slides, Google Analytics 4, Salesforce CRM, Power BI, Python (Data Analysis)

EDUCATION

MS in Marketing · Baruch College, Zicklin School of Business · 2025

Concentration in marketing analytics. Coursework in media strategy, consumer insights, and data-driven decision making.