

Rory Glantz

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SUMMARY

Performance marketer with 3 years managing \$20M+ in multi-channel media across CTV, OLV, display, audio, and programmatic. Track record delivering measurable results across brand lift, store visitation, and loyalty conversion, and translating campaign data into clear insights that drive budget decisions. Skilled in audience segmentation, workflow automation, and cross-functional strategy.

CORE COMPETENCIES

Funnel & Conversion Analysis | Audience Segmentation & Targeting | Brand Awareness & Performance Marketing
Campaign Analytics & Budget Allocation | Multi-Channel Strategy (CTV, OLV, Display, Audio)
Strategic Oversight: OOH, Programmatic, Search, Social | AI Tools: ChatGPT, Claude, Asana Automation

WORK EXPERIENCE

Manager, Media Planning & Investment, Universal McCann *May 2025 – Present*

- Lead multi-channel strategy across CTV, OLV, display, audio, and programmatic/search/social (via cross-functional team oversight), managing \$20M in annual spend across brand awareness and lower-funnel performance objectives.
- Analyze campaign performance using brand lift (DISQO), unified attribution, and attention metrics (Adelaide), delivering perception lifts of +5.8pt (Exxon) and +4pt (Mobil) above DISQO industry benchmarks, ROMI 14% above benchmark, and \$2.31 CPIV across 20.9M impressions.
- Partner with Amazon Ads, Roku, Spotify, and platform stakeholders to optimize audience targeting and segmentation, consistently exceeding KPI benchmarks by 3%.
- Oversee trafficking and QA processes, cutting launch errors by 25% and improving speed-to-market by 3 days through workflow automation and process redesign.
- Present optimization recommendations to C-level clients and mentor junior team members on analytical best practices.

Senior Associate, Media Planning & Investment, Universal McCann *April 2024 – April 2025*

- Managed \$25M in monthly billing across 10+ media partners with 100% accuracy and on-time reconciliation.
- Built and delivered monthly campaign performance reports with insights on conversion, pacing, and budget allocation to inform strategy decisions.
- Redesigned trafficking workflows, reducing campaign setup time by 10% and improving launch efficiency across 5 simultaneous campaigns.
- Launched and led a bi-weekly training initiative adopted by 18 team members, improving onboarding and cross-functional knowledge sharing.

Associate, Media Planning & Investment, Universal McCann *July 2023 – March 2024*

- Trafficked 6 media campaigns across video, display, out-of-home, and radio channels.
- Contributed to monthly campaign performance analyses and supported billing processes across 10+ media partners.

PROFESSIONAL DEVELOPMENT

NextGen UM Cohort, Universal McCann *Nov 2024 – Nov 2025*

- Selected for the inaugural global leadership consortium, uniting talent across international offices to champion creativity and culture.
- Launched the agency's first global Stand Against Bland Day and participated in executive mentorship with international CEOs.

EDUCATION

B.A. in Economics, Columbia University *2019 – 2023*

TECHNICAL SKILLS

Campaign Manager 360 | MediaOcean OX | Microsoft Office | Asana | Guideline Planning