

Get to know

DUSTIN PETERSON



INTRODUCTION / OBJECTIVE

DUSTIN
PETERSON



Hello,

I'm Dustin and If you're reading this, I'm most likely interested in working for your company. I don't like to waste time so I want to get started by addressing an obvious concern that potential employers might have.

For the last couple years I have been bouncing around to different start-ups. On paper this doesn't look great but it also has it's benefits. One is that I've gained a lot of invaluable firsthand experience in a multitude of areas. Another is that I've forged quality relationships with a lot of incredible people I wouldn't have otherwise met.

Searching for a new job is stressful though **and my primary objective at this point is to find a role at a stable company that I can really settle into and do what I do best.** Since leaving ValueClick in 2010 I attribute the majority of my movement to attempting to achieve upward mobility in what has been a really tough economy.

I am an extremely intelligent and hard working individual with a real passion for interacting with people. This comes through in everything I do and I'm confident that I will eventually connect with a company who values these qualities and will provide me with all the tools I need to contribute massively to their bottom line.

Whether or not that is you, I appreciate you taking the time to read about me and find out.

A handwritten signature in black ink, appearing to read 'Dustin Peterson'. The signature is stylized and fluid, written in a cursive-like style.

FBI



DISCLAIMER

THIS IS MEANT TO BE A FUNNY AND ENTERTAINING LOOK AT MY CAREER PATH AND EMPLOYMENT HISTORY.

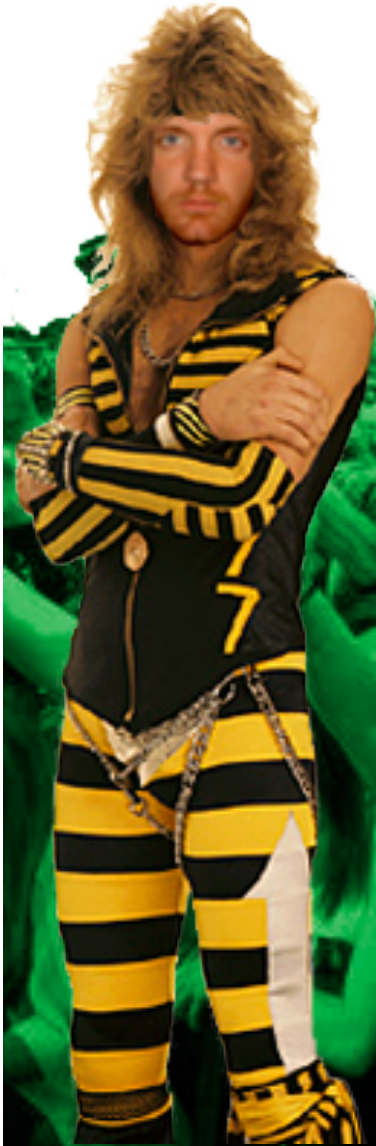
TEMPLATED RESUMES TEND TO BE BORING, UNORIGINAL AND RARELY COMMUNICATE THE TRUE NATURE OF AN INDIVIDUAL CANDIDATE ACCURATELY.

I THOUGHT THAT BY DOING SOMETHING UNIQUE AND CREATIVE I WOULD BE ABLE TO BETTER COMMUNICATE MY STRENGTHS AND STAND OUT FROM THE CROWD.

PLEASE PROCEED WITH CAUTION AND A SENSE OF HUMOR.

DIGITAL MEDIA ROCKSTAR

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I AM FAR MORE THAN JUST A SIMPLE SALES & BUSINESS DEVELOPMENT REP. After **13 years** of working for a variety of different **digital media** companies I have developed a base of **experience** that includes: **web & graphic design, affiliate marketing, email marketing, display advertising, mobile & video advertising, media buying, branded content, social media advertising, search engine marketing, ad operations, RTB, retargeting, sales, account management** and more. If it's a medium used by digital marketers I have worked with it, can speak to it's value and explain the positives and negatives of it as well as the relevance of different metrics.

NOT ONLY AM I WELL VERSED IN THE TECHNICAL ASPECTS OF DIGITAL ADVERTISING, I ALSO HAVE A DEEP BACKGROUND IN CUSTOMER SERVICE. I KNOW FROM EXPERIENCE THAT THE SALE ACTUALLY BEGINS AT THE CLOSE... A SIGNED I/O DOESN'T NECESSARILY MEAN THE CAMPAIGN WILL BE BILLED IN FULL AND MANAGING CLIENT'S EXPECTATIONS AND ENSURING POSITIVE ROI ARE ALSO A LARGE PART OF BEING AN EFFECTIVE DIGITAL MEDIA SALES PERSON. (PRO TIP)

CAREER PATH

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NETMORE
INTERNET
INC.

2000 – 2005: I started in a Customer Service role and was moved to Webmaster Support after 2 years. Eventually I was made manager of the Webmaster Support team. We helped web publishers implement java script pay walls and earn money.



2011 – 2012: My experience building a niche ad network at Aqua landed me a role in Entertainment at DM2. Here I helped build and sell "WIN" - The Women's Influencer Network w/ celebs like Nicole Richie and Felicity Huffman. The network continues to thrive today.

ValueClick
media

2005 – 2010: Originally hired to PriceRunner as a content manager I eventually moved to VC Media where I worked on display campaigns with online publishers like Forbes, Rodale and RealClearPolitics. I also managed our comScore rating and Network Quality.

AdMedia

2012 – 2012: AdMedia took notice of my work with DM2 and recruited me as director of sales over a team of rookie digital account execs. I brought in campaigns from Revolution Media & Experian but due to a disagreement with their model I began seeking new employment.

AQUA
MEDIA DIRECT

2010 – 2011: After several attempts to move into a Biz Dev role at ValueClick I took a role at Aqua as a Director of Publisher Development. We relied on the AppNexus platform for ad serving and premium inventory. Circumstances eventually forced me to ad side sales and I secured campaigns from Saatchi and MediaTwo.

NATURAL
CHILD
WORLD

2013 – 2013: After freelance consulting for several months I accepted a role with Natural Child World. Within the first month I was responsible for \$20k in ad sales. I am also teaching them about SEM and digital advertising. The scale of opportunity for a niche print magazine is much smaller than what I am used to in digital.

PROFESSIONAL ACCOLADES

DUSTIN
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Alexi Luger
Digital Project Manager



“Dustin is the type of Director that brings more than just experience to the table - he brings a willingness to share knowledge, advise on best practices, and is a true team player. With a sales team comprised of mostly newbies in digital, he happily spent time mentoring the team and sharing insight to help make the team as successful as possible. Dustin was always approachable and offered to help the team in any way he could. I truly enjoyed working with Dustin!

January 16, 2013, Alexi reported to Dustin at AdMedia



Mike Solomon
Vice-President, Marketing Strategy



“Dustin greatest strengths are his ability to adapt to any situation and his ability to be resourceful. When you combine this with a can-do attitude, you get someone who is a welcomed addition to any team, as he was on my team at PriceRunner.

March 31, 2008, Mike managed Dustin at PriceRunner



Blanca Simpson
Social Media Manager



PLAYBOY

“Dustin's vast understanding of the digital ecosystem was the cornerstone of his ability to be such a fantastic Director of Operations for Sales and Advertising at DM2. As an Digital Manager, he would work with my colleagues and I to support our clients ventures. Be it sponsored posts or building and monitoring Ad networks for their digital entities, he was the point person in producing and curating the client's digital space. Intelligent, a team player, highly creative and strategic, he is one of the most genuinely kind and gregarious individuals I've come across in my life. I would be honored to work with Dustin again, I highly recommend him to anyone and everyone!

May 23, 2012, Blanca worked indirectly for Dustin at Digital Media Management



Jeremy Borakove
Director (Ad) Network Operations



“Dustin is a hard worker, who picks up new concepts quickly and is able to explain them to the masses in ways that they are able to understand. He consistently goes above and beyond his job description to make sure that the clients that he interacts with are fully satisfied with his responses. I recommend him for any job where you need a quick thinker and a skilled orator.

September 16, 2008, Jeremy managed Dustin indirectly at ValueClick Media



WE SHOULD TALK...

**DUSTIN
PETERSON**

So there you have it. My hope is that this document communicates my professional strengths and personality better than a Microsoft Word resume template would.

I truly appreciate the time you've taken to read through the document and hope to have a chance to speak with you directly if you feel that I would be a worthwhile addition to your company.



*Thank
You*

Dustin D. Peterson

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