

# Victoria Dinges

## Digital Marketing Manager

---

(707) 477-9282 • Bend, Oregon • vdinges99@gmail.com • www.victoriadinges.com

---

### EDUCATION

---

Bachelor of Science in Advertising  
Graduated *cum laude*  
University of Oregon, Eugene, OR

June 2021

### PROFESSIONAL EXPERIENCE

---

#### Integrated Media Consultant, NPG of Oregon

July 2022-Present

- Developed and executed strategic and engaging multimedia marketing plans for businesses utilizing a portfolio of digital products and services including internal sponsorships, social and native advertising, programmatic digital display, video, OTT/CTV, SEO, and linear television.
- Tracked, analyzed, and reported on daily campaign traffic to ensure that clients's key campaign KPIs were met or exceeded.
- Built and optimized multiple, simultaneous marketing campaigns of over 100 companies with varying budgets, focused on increasing revenue, market share and overall ROI.
- Spearheaded collaboration with internal departments ensuring fulfillment of campaign creative production, ad trafficking, and post-campaign analytics.
- Coached a team of broadcast sales executives to reach digital sales goals through growth of existing client business and development of new business.
- Managed a company revenue budget of over \$1.2 million.

#### Executive Producer and Creative Producer, DuckTV

January 2019-June 2021

- Managed a 150+ student-run television network.
- Produced, wrote, directed, and edited four 6-9 minute episodes of a web series every week with a team of production crew members.
- Planned, scheduled, and coordinated large numbers of crew members and shoot dates to ensure timely delivery of a polished, broadcast ready program.
- Selected and oversaw all programming for the 2020-21 academic year.
- Collaborated with outside departments, such as Public Relations, to ensure brand guidelines were followed and overall cohesiveness.
- Provided creative and technical direction to producers in line with brand guidelines and initiatives.

#### Catering Sales Assistant, University Catering

September 2019-2021

### SKILLS

---

- Marketing strategy development and execution
- Client and Project Management
- Audience segmentation and targeting
- SEO, PPC, Email Marketing
- Google Analytics (GA4), Data Studio, Google Ad Manager