

VICTORIA DINGES

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PROFESSIONAL EXPERIENCE

DIGITAL SALES MANAGER

NPG of Oregon (KTVZ)

Bend, OR

Jul 2022 – present

- Developed and executed strategic multimedia marketing plans aligned with client objectives across paid social, native advertising, programmatic display, OTT/CTV, SEO, and linear TV, leveraging insights into the consumer journey to drive engagement and conversions.
- Served as the digital point of contact for 75+ active client accounts, managing onboarding, expectations, deliverables, and ongoing communication to ensure strong client relationships.
- Identified new business opportunities and supported digital marketing pitches by aligning strategies to prospect objectives.
- Presented performance dashboards and insights, analyzed KPIs, and delivered optimization recommendations to improve ROI and campaign efficiency.
- Led cross-functional collaboration with creative, operations, and production teams to ensure timely asset delivery, accurate trafficking, and complete campaign reporting.
- Managed and forecasted a \$1.3M+ revenue budget by identifying upsell opportunities and supporting sales executives in expanding existing client business.
- Trained and coached broadcast sales executives on digital strategy, account planning, and client retention best practices.

EXECUTIVE PRODUCER & CREATIVE PRODUCER

Duck TV

Eugene, OR

Jan 2019 – Jun 2021

- Managed organizational operations for a 150+ member student-run television network.
- Oversaw multiple concurrent video projects; coordinated scheduling, production timelines, and team workflows.
- Created, wrote, directed, and edited four 6–9 minute episodes of a web series, demonstrating end-to-end video production skills.
- Directed and mentored producers to align creative output with brand and editorial standards.

CATERING OFFICE ASSISTANT

University of Oregon Catering and Conference Services

Eugene, OR

Sep 2018 – Aug 2021

- Served as the primary liaison between University Housing, Facilities Management, and clients to coordinate event logistics, align expectations, and secure meeting spaces.
- Managed catering orders and payments using Caterease and EATEC software, ensuring accurate processing and timely service delivery.
- Developed and maintained internal record management systems to support data accuracy, documentation consistency, and operational efficiency.
- Provided responsive client support via phone and email, resolving inquiries and ensuring a positive end-to-end event experience.

EDUCATION

University of Oregon

Bachelor of Science in Advertising

Graduated cum laude

Eugene, OR

Aug 2017 – Jun 2021

ADDITIONAL

Skills: Digital Marketing (SEO, PPC, Email Marketing), Performance Reporting and Optimization, Data Analysis and Visualization (Microsoft Excel, Google Analytics 4, Google Data Studio), and Ad Platforms and Media Tools (Google Ad Manager), Client Relationship Management (CRM), Adobe Creative Suite, Microsoft Office

Certifications: Digital Media Sales Certification - Interactive Advertising Bureau, August 2024