

# Cody Ann Tunney

3551 N Escala Ct #231B, Park City, UT 84098  
Email: [cody.tunney@gmail.com](mailto:cody.tunney@gmail.com) Tel: 713-314-0636

## SUMMARY

I spent the first 16 years of my career in the advertising industry, specifically in media buying and consulting. I worked in New York City, London and Houston and was a trusted advisor for several top 100 advertisers including Apple, Pepsico, Nissan and Anheuser-Busch. With a deep passion for the outdoors, I recently made a permanent move to Park City, Utah.

I am currently seeking local Utah opportunities in the film and production industries.

## WORK EXPERIENCE

### **CEO & Founder, North American Media Analytics, Houston TX** **2016-2019**

- Positive revenue from media consulting services to US national and regional advertisers.
- Performed cost analysis of paid advertising rates vs the market for \$1B+ in annual advertising spend for 25+ brands.
- Certified Women-Owned Small Business (WBENC, WBEA) and HubZone. Competed in several national “Shark Tank” style pitch competitions.
- Contributing member of the Association of National Advertisers (ANA) and World Federation of Advertisers (WFA).
- TV Media landscape training sessions conducted with C-Level executives and large international media groups.

### **Business Director, Ebiquity, New York City** **2007-2014**

- Lead manager on accounts for large multinational companies, that make up 7% of the US National TV market; 2% of Local TV; 2% of National Magazine (\$3.5 billion annually).
- Analyzed and presented global consultations on the cost efficiency and quality effectiveness of campaigns totaling US\$400M in International TV spend annually in Canada, UK, France, Germany, China, Japan, and Australia.
- Presented research and recommendations to corporate heads, including CEOs, Global Media Directors, and Brand Managers, which helped define and accomplish short/long term goals to grow their business.
- Managed the training, development, and consultation abilities of 6 skilled analysts with 5-10 years media experience.
- Radically improved office efficiencies by implementing a presentation template, automated data macro systems for the US and Canada, training program, and analyst forums.

### **International Manager, Ebiquity, London** **September 2005 – March 2007**

- Consultant for top global advertisers evaluating TV, Print, Online, and Outdoor campaigns that ran in the Americas, Europe, India, Asia, and Asia Pacific.
- Analysis of numerical and strategic data to form insights for advertisers, which were directly used to increase their media effectiveness and the value of their campaigns.
- Provided expert advice for traditional media campaigns, custom sponsorships, media plan strategies, agency-client contracts, performance related bonus schemes, and direct response campaigns.

### **National Broadcast TV Negotiator, Optimedia, New York City** **2003-2005**

- Negotiated deals with National TV broadcast networks on behalf of major advertisers.
- Pre-buy, buy, and post negotiation and presentations for national television campaigns (up to \$100M)
- Managed added-value and sponsorship negotiations, make-good evaluations, discrepancy resolutions, and pod positioning
- Developed and maintained excellent relationship with both clients and networks sales representatives

## EDUCATION

### **BA in Advertising, Michigan State University** **2003**

- GPA of 3.7/4.0 with classes in all advertising fields (media, creative, account planning, and management)
- Minor in Business with classes in marketing, economics, statistics, and accounting

### **BA in French, Michigan State University** **2003**

- Developed conversational fluency with classes in grammar/vocabulary, history, and writing

## COMPUTING SKILLS

**Media:** Nielsen, Kantar, MRI, ABC eCirc, SRDS, Telmar, TiVo StopWatch, SQAD, and DDS/MediaOcean

**Digital Media:** Hootsuite, Social Media for Business, CPC campaigns, Google Analytics, Adwords, SEMRush

**General:** Highly skilled in Power Point, Excel (including macros), Tableau, and Word

## BRAND EXPERIENCE

Apple, Wal-Mart, PepsiCo, Mars, Nintendo, Nissan, Campbells, Mercedes, Direct Energy, Shell, Anheuser-Busch, Lilly, Qwest, Charles Schwab, Schering-Plough, RBS, New York Life Insurance, American Express, Chrysler, Beiersdorf, Disney, Diageo, Sanofi-Aventis, Samsung, Citizen Bank, SCA, 20<sup>th</sup> Century Fox, Ferrero Rocher, Canon, Mueller, Whirlpool, PokerStars, Citizen Watches, Fuji Film, and T-Fal.