

Dawson Barnes

Acquisition Marketing Manager

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STRENGTHS

- 🔧 **Campaign coordination**
Connected media plans, creative assets, approvals, placements, and deadlines across simultaneous launches. Teams gained a clearer view of what needed attention next.
- ♥️ **Creative alignment**
Matched approved messages with audience segments and placements through Figma reviews. A simple check often prevented costly rework later.
- 🔧 **Issue resolution**
Isolated asset, specification, approval, and scheduling blockers before launch windows. Partners knew who owned recovery actions and when decisions were due.
- 👥 **Audience insight**
Turned competitor reviews and audience observations into briefs, placement recommendations, and test ideas. Research became useful input, not background material.
- ⚙️ **Process building**
Created Airtable hubs, Excel trackers, and launch playbooks that made dependencies visible. Stakeholders spent less time searching for campaign status.

SKILLS

Subscriber Acquisition
Acquisition Marketing
Media Planning Paid Social CTV
Programmatic Campaigns
Owned Media
Campaign Trafficking
Creative Alignment Ad Operations
Audience Research

SUMMARY

Acquisition marketing manager with nine years of experience across **subscription streaming**, digital media, paid acquisition, ad operations, and integrated campaign delivery. Coordinates paid social, CTV, programmatic, and **owned media** programs from media planning through trafficking, approvals, launch readiness, and optimization. Builds clear operating rhythms across agencies, vendors, media platforms, brand teams, creative partners, and **internal business units**. Uses Excel, Airtable, and Figma to connect creative specifications, placements, audiences, dependencies, and deadlines. Audience and competitor research informs practical media and creative decisions, while issue tracking keeps delivery risks visible. Experience supporting live programming, premieres, seasonal campaigns, launches, and event driven marketing brings calm execution when schedules shift. This combination of organized operations and creative judgment supports stronger **subscriber acquisition** and dependable campaign delivery.

EXPERIENCE

Senior Acquisition Marketing Manager

StreamForge Media 📅 July 2023 - Present 📍 Santa Monica, CA

Direct acquisition operations for a subscription video portfolio across paid social, CTV, programmatic, and owned media. Lead agency workflow, **creative alignment**, **campaign documentation**, launch readiness, and issue resolution for entertainment and live event programs. Partner with brand, creative, platform, and vendor teams while connecting audience insight with subscriber growth decisions.

- Translated quarterly subscriber goals into campaign calendars, asset plans, and launch readiness checkpoints.
- Built an Airtable campaign hub connecting **placements**, audiences, creative versions, owners, due dates, and approvals.
- Mapped message variants to audience segments and placements through Figma reviews and documented specifications.
- Resolved **trafficking** blockers by isolating asset, specification, approval, and scheduling issues before launch windows.
- Converted audience and competitor reviews into media plan inputs, creative briefs, placement recommendations, and test ideas.
- Led agency workflow across **specifications**, intake, **approvals**, platform handoffs, and optimization requests for active campaigns.

Acquisition Marketing Manager

VistaWave Streaming 📅 March 2020 - June 2023 📍 Culver City, CA

Managed concurrent acquisition campaigns for an ad supported and subscription streaming service. Owned paid media and owned placement execution across premieres, sports adjacent programming, seasonal content, partner inventory, and cross promotion. Created **operating processes** that connected creative production, media priorities, approvals, launch confirmations, optimization actions, and contingency planning.

- Coordinated **paid media** and owned placements around premieres, **sports** adjacent programming, and seasonal content pushes.
- Owned trafficking calendars for homepage, app, email, cross promotion, and partner inventory placements.
- Maintained Excel **trackers** for budgets, creative rotations, deadlines, launch confirmations, and **optimization** actions.
- Introduced weekly creative readiness reviews linking **media** priorities with design and copy production schedules.
- Coordinated approved changes across targeting, placements, creative rotation, and media partner delivery reviews.

Competitive Research

Agency Management

Vendor Management

Campaign Optimization

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Senior Acquisition Marketing Manager at StreamForge Media (3.2 Years)

● Acquisition Marketing Manager at VistaWave Streaming (3.2 Years)

● Marketing Operations Specialist at Northstar Digital Entertainment (2.5 Years)

● Digital Marketing Coordinator at Brightline Media Lab (1 Months)

- Built launch playbooks defining escalation paths, weekend coverage, approvals, and contingency assets for schedule changes.

Marketing Operations Specialist

Northstar Digital Entertainment 📅 August 2017 - February 2020 📍 Pasadena, CA

Coordinated digital campaign execution for **entertainment** subscriptions and content promotions. Maintained schedules, asset matrices, platform specifications, campaign documentation, launch communications, and **issue resolution** across agency, vendor, creative, media, and channel partners. Supplied managers with competitor observations and audience insights for planning and creative development.

- Maintained campaign schedules across creative production, media activation, and owned channel placements.
- Prepared asset matrices and platform specifications for **paid social** and **programmatic** campaign trafficking.
- Created Excel documentation covering **deliverables**, owners, due dates, placement details, and launch status.
- Gathered delivery evidence and routed agency issues to appropriate **marketing** or creative owners.
- Compiled competitor promotions and audience observations into concise planning and creative development briefs.
- Confirmed final assets and placement timing with channel owners before major content release activation.

Digital Marketing Coordinator

Brightline Media Lab 📅 June 2017 - July 2017 📍 Glendale, CA

Supported digital media campaigns for entertainment clients under manager supervision. Organized creative files, specifications, approvals, placement schedules, **trafficking** sheets, status reporting, competitor examples, and setup documentation. Improved handoff clarity between creative, account, and media **stakeholders** during early career campaign operations.

- Organized creative files, specifications, approvals, and placement schedules for **entertainment** campaigns.
- Built **Excel** trafficking sheets connecting asset names, sizes, destinations, due dates, and confirmations.
- Checked **paid social** packages against platform requirements before scheduled campaign activation.
- Prepared status summaries highlighting **dependencies** that could affect campaign timing and stakeholder decisions.
- Gathered competitor advertising examples and audience observations for planning and post launch reviews.
- Documented setup steps and file naming conventions for new coordinator onboarding and handoffs.

PROJECTS

Subscriber Acquisition Operating Hub 📅 2024

Created a centralized Airtable operating hub connecting campaign placements, audiences, creative versions, owners, approvals, and deadlines. Improved visibility across concurrent streaming launches and gave stakeholders a clearer path from planning through activation.

Event Campaign Launch Playbook 📅 2022

Built a practical launch playbook for time sensitive programming, including escalation paths, weekend coverage, approval checkpoints, and contingency assets. Helped teams respond with greater confidence when schedules changed.

LEADERSHIP & AWARDS

- Recognized by marketing leadership for creating clearer campaign visibility across concurrent streaming launches.
- Selected by agency and platform partners as a dependable contact for trafficking questions and launch follow through.

- Trusted by cross functional teams to coordinate time sensitive campaigns involving live programming and major content releases.

EDUCATION

Bachelor of Science in Marketing

California State University, Northridge 🎓 GPA: 0 📅 2017 📍 Northridge, CA

Coursework: *Media planning, consumer behavior, marketing research, integrated communications*

CERTIFICATIONS

- Meta Certified Media Buying Professional 📅 2025
- Google Analytics Certification 📅 2024

TECHNICAL SKILLS

- **Paid Media Platforms:** Meta Ads Manager, CTV platforms, programmatic platforms
- **Owned Media Systems:** Homepage placements, app placements, email platforms
- **Campaign Tracking:** Excel, Airtable, launch calendars
- **Creative Workflow:** Figma, creative briefs, asset matrices
- **Media Operations:** Campaign trafficking, ad operations, placement management
- **Research Methods:** Audience research, competitive research, content analysis
- **Campaign Governance:** Approval workflows, launch readiness, escalation paths
- **Partner Operations:** Agency management, vendor management, platform coordination
- **Reporting Practices:** Budget tracking, delivery reviews, status reporting
- **Optimization Methods:** Creative rotation, targeting changes, placement testing

PROFESSIONAL AFFILIATIONS

- Digital marketing and streaming media professional communities, with focus on acquisition operations and campaign delivery.
- Cross functional partnerships with brand, creative, media, platform, vendor, and internal programming teams.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST