

EXPERIENCE

The Nielsen Company | New York, NY | November 2009-Present **Analyst, National Television Analysis**

- * Synthesized media consumption data to produce high-profile and often cited reports (*A2/M2 Three Screen Report* and *Television Audience Report*)
- * Collaborated with Client Service team in executing Reach & Frequency reports and creating decks for sales presentations
- * Responded to ad-hoc requests from clients, press and other groups while maintaining daily workload
- * Answered questions regarding media math and provided basic technical support for Nielsen software
- * Investigated ratings fluctuations and designed custom media planning analyses

Reputation Institute | New York, NY | April 2009-Present **Media Analyst**

- * Conducted semantic analyses of print articles, blogs and television broadcasts to determine how coverage impacted clients' corporate reputation
- * Quantified and coded research findings into Excel and proprietary statistical database
- * Wrote quarterly trending reports on important pharmaceutical industry topics under tight deadlines

Nielsen Business Media | New York, NY | August 2007-April 2009 **Media and Marketing Associate - Adweek**

- * Uploaded and maintained web-based database of ad agency profiles and creatives (*Adweek's Best Spots*)
- * Recruited sponsors for webcasts, virtual trade shows, career fairs and conferences
- * Designed sale sheets, email blasts and banner ads for daily podcast and industry events

Nielsen IAG | New York, NY | September 2005-October 2007 **Associate Editor/Copywriter**

- * Wrote and edited surveys used to assess the effectiveness of ads during prime time television shows
- * Monitored in-program product placements and quality assured the data entry of occurrences
- * Modified data management system to make interface user-friendly and reduce turnaround time
- * Delegated daily assignments to writers and updated style guide as company expanded
- * Authored style guide for covering "hybrid" ads when IAG began measuring commercials integrated with show content

EDUCATION

New York University | 2008

Master of Arts: Media, Culture and Communication
Area of study: Visual and Cultural Studies

Pennsylvania State University | 2004

Bachelor of Arts: Professional Writing
Minor: Communication Arts and Sciences

SKILLS

Media Software

NPOWER, Arianna, Galaxy Explorer, Focus, Ad*Views, MarketBreaks, MRI Fusion, IMS Telecume, MyEvnts, SPSS, TNS Media Cymphony, Spotfire, AudienceWatch, Clear Decisions

Office & Design Software

MS Office Suite, Access, Keynote, HTML, Photoshop, Illustrator, Quark XPress, Dreamweaver

Fluent in Spanish

SITES & PROJECTS

Product Displacement

productdisplacement.tumblr.com

Blog

gladyssantiago.wordpress.com

Product Placement Flickr Set

<http://bit.ly/prodflick>

NYPL Connect

nypconnect.tumblr.com

Advertising to Advertisers

advertisingtoadvertisers.tumblr.com

PRESS

Wired UK Featured in *Trendsurfing* column, June 2009

Murketing: "Imaginary Brands as Product Displacement"

AdFreak: "What's the best fake brand from film or TV?"

PSFK: "Fictionalized Brands as Effective Product Placement"

Hungry Beast: Australian TV show

BNET: "Will Starbucks Unbranding Start a Chain Reaction?"

PRESENTATIONS

GeekEnd 2010 (November 5th) Discussing imaginary brands

Nielsen Recruiting

UPenn, Presented Three-Screen findings for Q2 2010

Teachers College Educational Technology Conference

Columbia University, "The Future of Digital Handwriting"