

## 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](http://productdisplacement.tumblr.com)

### **Blog**

[gladyssantiago.wordpress.com](http://gladyssantiago.wordpress.com)

### **Product Placement Flickr Set**

<http://bit.ly/prodflick>

### **NYPL Connect**

[nypconnect.tumblr.com](http://nypconnect.tumblr.com)

### **Advertising to Advertisers**

[advertisingtoadvertisers.tumblr.com](http://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) Discussed imaginary brands

### **Nielsen Recruiting**

UPenn, Presented Three-Screen findings for Q2 2010

**Teachers College Educational Technology Conference**

Columbia University, "The Future of Digital Handwriting"