

JOSEPH MACINA

MARKETING STRATEGY | INTEGRATED CAMPAIGNS | MEDIA & ANALYTICS

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PROFESSIONAL PROFILE

Marketing and media professional with 5 years of progressive agency experience developing and executing integrated campaigns across digital, paid social, programmatic, video, out-of-home, and traditional channels. Experienced in managing \$3-6M in annual media investment and owning campaign stewardship from audience research and planning through launch, billing and reconciliation, reporting, and optimization. Promoted three times from Intern to Senior Media Planner, with strong client leadership, analytical, and junior mentorship experience.

CORE EXPERTISE

Integrated Media Planning • Campaign Stewardship & Operations • Budget Management • Audience Research • Performance Analytics • Client Leadership • Vendor Management • Creative Collaboration • Project Management • Team Mentorship

PROFESSIONAL EXPERIENCE

Senior Media Planner | Initiative | Toronto, ON

2023-2025

- Led strategy, planning, execution, and evaluation of integrated campaigns across digital, paid social, programmatic, video, out-of-home, and traditional channels for 4-6 concurrent client accounts.
- Managed \$3-6M in annual media investment, balancing channel allocation, audience strategy, campaign timing, pacing, budgets, and performance objectives against client KPIs.
- Served as strategic lead for Indigenous Tourism Alberta and Tourism Jasper while contributing to seasonal Travel Alberta and WestJet initiatives.
- Developed audience-first recommendations using Comscore, Vividata, consumer research, media-consumption patterns, competitive activity, historical performance, and marketplace insights.
- Managed end-to-end campaign stewardship including media purchase authorizations (MPAs), insertion orders (IOs), trafficking oversight, launch readiness, quality assurance, pacing, billing, reconciliation, reporting, and optimization.
- Prepared and presented media plans, campaign reports, and optimization recommendations, translating complex audience and performance data into clear client decisions and next steps.
- Partnered with creative, analytics, production, activation, finance, and media-vendor teams while evaluating media-partner proposals and resolving delivery issues across the campaign lifecycle.
- Utilized Asana and ClickUp to manage cross-functional workbacks, campaign timelines, deliverables, approvals, dependencies, and stakeholder follow-ups across concurrent campaigns.
- Mentored Junior Media Planners across planning, campaign setup, reporting, quality assurance, vendor communication, problem solving, and client-facing responsibilities.

Junior Media Planner | Initiative | Toronto, ON

2021-2023

- Supported development and execution of integrated media plans across tourism and travel accounts from planning through launch, reporting, and optimization.
- Managed campaign setup, MPAs, insertion orders, trafficking, quality assurance, pacing, budget tracking, billing, reconciliation, reporting, and optimization with activation teams, finance, and external media partners.
- Conducted audience, competitive, platform, and market research using Comscore and Vividata to inform targeting, channel selection, and media recommendations.
- Prepared client-facing reports, presentation decks, and post-campaign recaps connecting performance trends to business implications and actionable next steps.
- Built strong working relationships with media vendors and internal activation teams while managing multiple deadlines, resolving delivery issues, and maintaining campaign accuracy.

SELECTED CAMPAIGN EXPERIENCE

Travel Alberta | Integrated Campaign Planning

- Led seasonal integrated media planning for a flagship tourism account, coordinating audience strategy, channel mix, creative alignment, budget allocation, campaign stewardship, and optimization.
- Took ownership of strategic conversations and client recommendations while collaborating across media, creative, analytics, activation, finance, and vendor teams to deliver successful campaigns year over year.

Indigenous Tourism Alberta | Account & Campaign Lead

- Directed media strategy and execution supporting destination awareness and audience growth, balancing culturally relevant storytelling with measurable campaign objectives.
- Managed client communication, cross-functional coordination, performance reporting, and strategic recommendations throughout the campaign lifecycle.

Tourism Jasper | Account & Campaign Lead

- Managed integrated destination marketing campaigns, aligning client priorities, creative concepts, channel strategy, budgets, and timelines.
- Used campaign performance and audience engagement data to refine live activity and inform future planning decisions.

WestJet | Campaign Planning & Support

- Contributed to airline campaign planning, execution, reporting, and optimization across digital and social media channels.
- Worked with internal specialists and external partners to maintain delivery, resolve issues, and ensure campaign objectives remained on track.

LEADERSHIP & RECOGNITION

- **Initiative Media Case Competition Winner:** Earned first place for an insight-driven integrated campaign strategy and was invited back the following year to judge strategic thinking, creativity, execution, and presentation quality.
- **Team Development:** Coached Junior Media Planners through campaign planning, reporting, platform workflows, client communication, and professional growth.
- **Promoted Three Times:** Advanced through four roles from Intern to Senior Media Planner, reflecting sustained performance and increasing ownership across campaign strategy, client leadership, and execution.
- **Career Highlight:** Progressed from execution support to leading strategic conversations and campaign direction for Tourism Jasper and Indigenous Tourism Alberta.

PLATFORMS & TECHNICAL SKILLS

Media & Research: DV360 • Prisma • Comscore • Vividata • Google Analytics • Domo • Meta Campaign Planning & QA Collaboration

Campaign Operations & Reporting: MPAs • Insertion Orders • Trafficking • Campaign QA • Pacing • Budget Stewardship • Billing & Reconciliation • Excel • PowerPoint

Project Management: Asana (5 years) • ClickUp • Campaign Timelines • Deliverable & Approval Tracking • Cross-Functional Workflow Coordination

Creative: Adobe Photoshop • Adobe Premiere Pro • After Effects • Creative Brief Collaboration

EDUCATION

Bachelor of Business Administration | Minor in Economics and Innovation
McMaster University | 2017-2021