

Christian Guerrero

ASSOCIATE DIRECTOR, PROGRAMMATIC MEDIA · HCP & DTC ACTIVATION · RX ATTRIBUTION · TEAM LEADERSHIP
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\$2.1M

Incremental Investment

31.5%

Visit-to-Rx Conversion

\$330K

Net-New Budget Won

100%

Client Retention

10+

Pharma Brands Activated

PROFILE

Associate Director of programmatic media with 5 years of pharmaceutical agency experience leading cross-channel planning, buying, and optimization for Fortune 500 life sciences clients at Havas Media Network and Matterkind (KINESSO/IPG). Specializes in connecting HCP and DTC investment to verified Rx outcomes through deterministic NPI targeting, CTV and video activation, and Veeva Crossix and IQVIA attribution. A trusted client advisor and people leader who has driven \$2.1M+ in incremental investment, retained 100% of accounts, and advanced across five roles in five years. Hands-on across DeepIntent, The Trade Desk, DV360, and Google Campaign Manager 360, with a computer science foundation and Python proficiency for data-driven media analysis.

EXPERIENCE

Associate Director, Media (Programmatic)

Havas Media Network · New York, NY · Mar 2026 – Present · Promoted from Supervisor

- Own cross-channel media strategy for Sanofi's 10+ brand pharmaceutical portfolio across HCP and DTC, allocating budget across programmatic display, CTV, video, and YouTube while growing year-over-year media investment.
- Lead and mentor a team of 3 media planners, building training materials and streamlining workflows that cut campaign launch timelines by 30%.
- Serve as the client-facing strategy lead in senior meetings, owning plan rationale and expected results to strengthen client trust and retention.
- Drive cross-channel performance analysis with DoubleVerify, DeepIntent, IQVIA, and Veeva Crossix to identify audiences, calculate ROI, and inform optimization and investment decisions.
- Negotiate and execute programmatic guaranteed, PMP, and direct IO deals within budget across The Trade Desk, DeepIntent, Adelphic, and Google Campaign Manager, ensuring pacing accuracy and quality delivery.
- Evaluate emerging ad technologies and build vendor partnerships that bring clients first-to-market solutions and differentiate the agency.

Supervisor, Media (Programmatic)

Havas Media Network · New York, NY · Nov 2024 – Mar 2026

- Drove \$2.1M in incremental investment across Sanofi's portfolio (Beyfortus, Flublok, Fluzone HD, Jevtana, Tzield) by owning end-to-end planning and buying across display, CTV, and YouTube.
- Delivered a 31.5% visit-to-prescription conversion rate via Veeva Crossix Rx attribution, with measurement insights that directly drove client media reallocation.
- Secured a \$60K Google partnership credit by pitching and activating a first-to-market HCP YouTube targeting format ahead of any competing agency.
- Migrated 3 brands from direct IO to programmatic buying, building the business case, aligning senior stakeholders, and managing execution end to end.
- Built multi-scenario media plans (\$100K / \$250K / \$500K tiers) grounded in audience and market data to guide client investment decisions.

Manager, Media & Addressable Activation

Matterkind (KINESSO / IPG) · New York, NY · Apr 2024 – Nov 2024 · Role eliminated following account loss

- Managed cross-channel planning, buying, and execution for 6+ Fortune 500 accounts including J&J, leading kickoffs, QBRs, and escalations with zero client attrition.
- Led 2 full platform migrations with zero campaign disruption through coordinated onboarding, QA testing, and ad-ops collaboration.
- Managed monthly billing and financial reconciliation across an enterprise media portfolio, resolving discrepancies with clients and finance teams.

Senior Associate to Manager, Media & Addressable Activation

Matterkind (KINESSO / IPG) · New York, NY · Oct 2022 – Apr 2024 · Promoted Apr 2024

- Grew enterprise client media investment by \$330K through data-driven storytelling, turning campaign insights into upsell recommendations closed with senior stakeholders.

- Built a multi-platform campaign evaluation framework adopted as a formal IPG agency case study across the holding company network.
- Owned end-to-end planning and buying (programmatic guaranteed, PMP, direct IO) on CTV and YouTube, improving budget utilization by 20% with 100% on-time delivery.

Associate & Coordinator, Media & Addressable Activation

Matterkind (KINESSO / IPG) · New York, NY · Jul 2021 – Oct 2022

- Built foundational media planning and buying expertise across trafficking, audience management, execution, and performance analysis at a top global agency holding company.
- Improved budget utilization by 20% through pacing analysis and reallocation, and trained incoming team members, cutting ramp-up time by 25%.

SKILLS & PLATFORMS

Media Planning & Buying: Cross-channel media planning, programmatic buying, brand and direct-response strategy, media negotiations, budget allocation, response forecasting; programmatic guaranteed, PMP, direct IO; CTV, YouTube, display, video

Platforms & Ad Serving: Google Campaign Manager 360, The Trade Desk, DeepIntent, Adelphic, Doceree, DoubleVerify, Integral Ad Science, Nielsen, iSpot

Analytics & Measurement: Veeva Crossix (Rx attribution), IQVIA, Swoop, PurpleLab; ROI and campaign performance analysis, audience segmentation, media mix optimization, post-campaign reporting

Leadership & Client: Client relationship management, strategic media counsel, team mentorship and development, cross-functional collaboration, new-business initiatives, billing and reconciliation

Technical & Tools: Python (data analysis), Power BI, Google Analytics 4, Salesforce CRM; Microsoft Excel (Expert), PowerPoint (Expert), Word; Google Sheets, Google Slides

SELECTED PHARMA BRANDS

Beyfortus, Flublok, Fluzone HD, Jevtana, Tzield, Sarclisa, Rezurock, Multaq, Toujeo, and Nuvaxovid (Sanofi); enterprise pharmaceutical portfolios including Johnson & Johnson at Matterkind (KINESSO / IPG).

EDUCATION

MS in Marketing · Baruch College, Zicklin School of Business · 2025 — Concentration in marketing analytics

BS in Computer Science · Lehman College, CUNY

PORTFOLIO

christianguerrero.net — long-form case studies and guides on Crossix and IQVIA Rx attribution, HCP targeting strategy, CTV planning, and pharma DSP selection.