KAYLI FLANDERS

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Professional Summary

Client-centric Digital Advertising Director with 11+ years of experience delivering measurable performance and strategic growth for global brands including McDonald's, Warner Bros., Mercedes, Activision, and more. With deep platform expertise across top advertising platforms, I translate insights into actionable strategies that improve ROI and drive long-term success. Skilled in building and nurturing client relationships and collaborating cross-functionally to deliver seamless, award-winning campaign executions.

Now based in the U.S., I launched www.workwithkayli.com, a self-led, multi-platform campaign combining paid and organic tactics to increase recruiter visibility and showcase my expertise in action. It's helped me round out my paid media background, gain hands-on experience with new and emerging platforms, and demonstrate creative problem-solving, strategic content development, and performance storytelling in real time.

Skills

- Full-Funnel, Cross-Channel Strategy
- Client Partnership & Strategic Account Management
- DSP Mastery (DV360, TTD, Yahoo, Amazon, Verizon, LinkedIn, Meta, TikTok, LinkedIn, Walmart Connect)
- Audience Targeting & Segmentation
- Performance Optimization & A/B Testing
- Workflow Efficiency & SOP Implementation

- Creative Collaboration & High-Impact Execution
- Management & Team Development
- Measurement & Attribution Strategy
- Thought Leadership & Internal Enablement
- QBRs, Strategic Planning & Data Storytelling
- Building and Nurturing Relationships

Professional Experience

Director, Programmatic
OMD Canada | February 2016 – May 2024

- Led programmatic strategy across display, video, CTV, audio, native, and in-app for McDonald's, Warner Bros., Mercedes, Canva, and Activision, overseeing $30M+ in annual spend.
- Acted as client-facing lead for programmatic efforts—delivering QBRs, performance reviews, and strategic recommendations that influenced budget growth and optimization strategies.
- Boosted ROAS by 18% through AI and machine learning integrations
- Restructured audience targeting strategies, resulting in a 22% lift in conversions and 48% increase in LTV.
- Partnered with DSPs and creative teams to launch high-impact, custom formats, achieving 2x engagement and a 17% lift in brand recall.
- Rolled out in-app targeting and measurement capabilities, improving mobile engagement by 30% and in-app sales by 14%.
- Built internal processes and SOPs that improved QA accuracy and reduced onboarding time by 30%.
- Presented QBRs, strategic roadmaps, and campaign insights to senior stakeholders, supporting multi-quarter renewals.
- Launched "Sharefest," a monthly forum that accelerated cross-team innovation and knowledge sharing.
- Named OMD Canada's Employee of the Month (Jan 2024) for leadership, innovation, and cross-functional impact.

Social Media Buyer (Freelance)
Fenntessa Swimwear | April 2019 – March 2020

- Partnered with founders to launch Meta campaigns that increased traffic by 40% and ROAS by 28%.
- Translated brand assets into high-performing creative and executed ongoing optimizations through custom reporting dashboards.
- Created custom dashboards and led reviews that drove ongoing creative and targeting optimizations.

Instructor, Programmatic Advertising

IAB Canada, The RED Academy, Pepperdine University & BCIT | Feb 2017 – Mar 2020

- Led 50+ workshops across North America, training 500+ professionals and students on programmatic strategy, bidding, targeting, and optimization.
- Built custom decks and real-world case studies that reflected current trends, tech shifts, and platform changes.
- Guided learners in data storytelling and performance reporting to help translate insights into strategy.
- Known for clear, engaging delivery of complex concepts in both academic and corporate settings.

Programmatic Media Manager

Wasserman & Partners | Mar 2015 – Jan 2016

- Launched the agency's programmatic practice, introducing DV360 and vetting 10+ DSPs and publisher partners to build a preferred vendor library.
- Led education, platform evaluations, and cross-team adoption of new buying methods.
- Executed and optimized 150+ campaigns across display, video, and mobile, improving key KPIs by 20% through iterative testing.
- Ran structured A/B tests that increased campaign efficiency and client ROI by 15%.
- Created custom reporting templates and frameworks that clarified results and supported renewal conversations.

Digital Media Campaign & Account Manager

Speed Shift Media | Mar 2013 – Mar 2015

- Built and optimized 100+ dynamic display and video campaigns for automotive and retail clients, integrating live inventory via API and custom data feeds.
- Led end-to-end creative and technical execution—from template design and audience targeting to bidding strategies and dynamic creative deployment.
- Helped dealerships increase qualified leads by 30% and vehicle sales by 22% through hyper-targeted, data-driven strategies.
- Translated technical performance into clear client-facing insights that supported renewals and incremental testing opportunities.

Education

Marketing Communications | British Columbia Institute of Technology (BCIT) | 2011 – 2013
Bachelor of Arts in Psychology & English Literature | The University of Western Ontario | 2004 – 2008