

Rebekah Rae Mullins

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Portfolio/recommendations: <https://www.linkedin.com/in/rebekah-rae-mullins/>, www.rebekahmullins.com

Media planner and buyer with extensive experience in all phases of a campaign and the marketing funnel, combining strategic understanding with technical know-how. Excellent problem-solver, adept at finding solutions both administrative and technological. Strong communicator: a team player with initiative, with a knack for connecting with clients regardless of their knowledge or temperament. Extremely adaptable and great under pressure; highly detail-oriented while able to maintain focus on overarching strategy and client goals. Eager to dedicate my expertise and reliable hard work to a team that makes a difference.

Media Buying Skills & Proficiencies

In-platform **social media** (including Facebook, Instagram, X/Twitter, TikTok, LinkedIn, Snapchat, Nextdoor, Reddit, Pinterest, and others such as BeReal and Threads) and **social boosting** (with objectives such as form fills, whitepaper downloads, and event RSVPs), in-platform **Google Ads** (including search and emerging AI integrations, YouTube, the display network, and PMax), **programmatic digital** (via managed service partners and in-platform on DSPs such as Basis; with targeting such as contextual, placements such as native, and tactics such as social extension or pDOOH), broadcast **TV/radio** (via Freewheel) and negotiated **sponsorship packages, audio streaming/podcasts** and **OTT/CTV**, and other traditional media such as **print** and **OOH**.

Work Experience

Sensis – Senior Media Planner/Buyer

September 2021 - Present

- Expertise in **planning** across all channels, performing market and target research through systems such as MRI Simmons and Geoscaapes to provide comprehensive strategic recommendations, and constructing 30+ new business proposals in a fast-paced environment
- Managed **buying** and flight-long optimization of all media channels; see *Skills & Proficiencies*
- Developed and presented reporting to clients, providing detailed analytics incorporating site traffic and leads data as well as performance analyses and recommendations. Further supported analytics through implementing UTMs, pixels, and custom audiences for retargeting
- Managed 50+ accounts across a variety of industries, specializing in healthcare branding and lead generation such as with AltaMed and ChenMed, public service/education such as with the FMCSA and DSHS in Texas, and transportation such as the Port of Los Angeles and World Trade Center
- Represented agency thought leadership through collaborative client work, with case studies and by co-authoring a paper published in AJCR and presented at APHA 2024; see *Publications*
- Spearheaded emerging technology adoption as the team's go-to problem solver
- Maintained healthy client and vendor partnerships, regularly securing exclusive added value deals of at minimum 20% and clients' return business
- Closely oversaw 6 new hires' interviews, onboarding, training, and continued growth as a supervisor

Kraken Copy – Independent Consultant

May 2020 - Present

- Sole proprietorship for freelance writing opportunities and creative design work
- Includes complete management of Buildings Plus' local media strategy and placement
- Additional contract work from ad agencies such as data entry, invoicing, and account coordination

Redroc Austin – Account Strategist

November 2019 - March 2020

- Account Lead for Renewal by Andersen in 7 markets, Bath Planet/Shower Store, and national Home & Garden Shows. Point of contact for others, like Just For Fun and Austin's Park n' Pizza
- Revamped and revitalized the Scrum/Agile Method for agency-wide use
- Managed accounts by providing reports, proofing, invoicing, collaboration, and scheduling
- Provided design services for decks, design crossover, web edits, and social copy
- Oversaw media efforts through media buying, trafficking, digital posts, reports, and geofencing

Higher Education

The University of Texas at Austin, Texas

August 2015 - May 2019

- Bachelor of Science, Advertising Management: 3 University Honors, Dean's List
 - Minor in Business Foundations: Global Track with Distinction
 - Bridging Disciplines Program Digital Arts & Media: Game Development Emphasis and Capstone
 - Certificate in Global Management: emphasis in cultural analysis
 - Study Abroad: Tecnológico de Monterrey Mexico City/Querétaro, University of Economics Prague
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Additional Skills & Proficiencies

Adobe Creative Suite	Google Suite	Piwik Pro
Airtable	Google Tag Manager	Shopify
Amazon Ads	HTML coding	Slack
Basis	IAS	Spaceback
ChannelMix	LiveRamp	Sprout Social/Parse.ly
Definitive Healthcare/Populi	Looker/Data Studio	Square
DoubleVerify	Loom	STRATA/FreeWheel, Eleven, etc.
Foursquare	Microsoft Teams, Outlook,	Trello
GIS/Geoscapes	Word, Excel, PowerPoint	Unity/Unreal
Google Analytics	Monday.com	Wordpress
Google Campaign Manager	MRI Simmons	

Languages: English (native), Spanish (semi-fluent), Chinese/Czech/German/Irish/Ukrainian (limited)

Industry Publications

Sedani, A. E., Obidike, O. J., Ewing, A. P., Rifelj, K. K., Kim, J., Wright, S., Carothers, S., **Mullins, R. R.**, Pesmen, C., Ly-Gallagher, P., & Rogers, C. R. (2024). #CRCandMe: results of a pre-post quasi-experimental study of a mass media campaign to increase early-onset colorectal cancer awareness in Utah and Wisconsin. *American Journal of Cancer Research*, 14(8), 3873–3884. <https://doi.org/10.62347/PGYM7724>

Industry Volunteer Experience

American Public Health Association

March 2026 - Present

- The Health Communication Working Group (HCWG) is part of APHA's Public Health Education and Health Promotion (PHEHP) section, and - within the APHA - the leading advocate for, and authority on, the use of communication and marketing approaches to improve the public's health. <https://aphahcwg.org/>