

**COREY PRESTON**DIGITAL MEDIA CONSULTANT & AUTHOR |  
[HTTPS://WELCOMETOTOMORROW.TODAY](https://welcometotomorrow.today)

## OBJECTIVE

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I am a veteran of the digital media industry and writer. Throughout my career I've developed a niche in conceptualizing and then, project managing highly interactive and innovative advertising campaigns from thousands of brands. My objective is to continue working on the cutting edge of web technologies.

## SKILLS

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HTML, CSS, Project Management, Account Management, Web Product Specialist, Interaction Design Media Strategy, Content Strategy & Creation, Thought Leadership, Data Analysis & Reporting, Troubleshooting, MRAID/VPAID, XML/JSON, JavaScript, Adobe Photoshop/InDesign

## EXPERIENCE

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### PRINCIPAL • COREY PRESTON CONSULTING • 2015 - PRESENT

- **Research & Content Creation:** Wrote internal facing Wiki and external website content introducing and educating internal sales professionals and prospects on a new FinTech product from Visa. ( [Portfolio Link](#) )
- **Long Form Content:** Welcome to Tomorrow: a beginner's guide to technology is a non-fiction technology educational work, guiding readers in plain language on a tour of technology's tools and impacts throughout society. ( [Link](#) )
- **Project Management :** Quarterbacked cross functional development teams in creating dynamic, data driven video and banner ads that leveraged AI to interpret data signals to create dynamic campaigns.

### SR. PRODUCT SPECIALIST • ADCADE • 2013 -2015

- **Product:** As skunk works team lead, owned vision and execution of new ad unit templates developed via our HTML5 SaaS platform. Beginning with documenting client/user requirements through authoring UI/UX design & engineering specification documents. ( [Samples](#) )
- **Thought Leadership:** Positioned Adcade as an industry leader by writing and presenting content for team members, company blog and industry periodical AdExchanger.com. (Samples [1](#) , [2](#) , [3](#) )
- **Campaign Development:** Maintained domain expertise for client agencies (Xaxis) & web publishers (Hearst, Conde Nast, Refinery29, Business Insider, Vice) in authoring complex web app style ads, producing industry first executions.
- **Campaign Analysis:** Compiled, analyzed and delivered campaign performance reporting, resulting in upsell opportunities.

### Previous Experience:

2012 – 2013 – SR. Account Manager @ AppsNack (Now Exponential Interactive )  
2008 – 2012 - Client Development Manager @ Burst Media (Now RythmOne) ( [Samples](#) )