

Amanda Bell

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Professional Summary:

Client success and media strategy leader with over 9 years at GlassView, a high-growth adtech startup. Proven track record in managing omnichannel, full-funnel campaigns across B2B and B2C. Initial prospecting through long-term QBRs for Finance, Health, Insurance, Banking, Retail, and Tourism vertical clients. Expert at translating campaign data into actionable insights and building cross-functional processes that scale. Seeking a role to continue in ad space in improving hands-on media planning, client partnership, vendor relationships and building data-driven executions.

Experience

GlassView LLC | New York, NY | October 2016 – December 2025

Director of Accounts (Executive Director)

February 2024 - December 2025

Client & Revenue Management

- Oversaw a team portfolio of \$10M+ in annual client spend across omnichannel campaigns (Online Video, CTV/OTT, Display, InGame, and DOOH) while personally managing a complex book of business including B2B Finance and Insurance, Healthcare, Tourism and Government.
- Drove 45% incremental revenue across managed accounts through strategic upsell, LOB expansion, and data-driven planning aligned to client business objectives.
- Maintained 85%+ renewal rate by leading end-to-end relationships from prospect proposals through quarterly business reviews (QBRs), translating campaign performance into measurable outcomes.
- Served as media and accounts lead on GlassView's neuro-measurement product build, partnering with Cogwear, providers, and dev teams to translate brainwave response data into actionable media strategy. Owned development of audience parameters, testing dimensions, a client-facing insights dashboard, and activation playbooks covering contextual placement, audience targeting, and creative direction. Collaborated with sales to shape pitch collateral around data findings and feasibility; drove \$1M in incremental revenue with an innovation-focused tourism client and expanded adoption among B2B and emerging retail brands.

Cross-Functional Leadership & Operations

- Led cross-functional alignment across sales, accounts, operations, and finance. Improved meeting cadence, communication flows, and shared visibility into pipeline and campaign performance.
- Partnered with executive team to shape company vision, prioritize strategic vendor partnerships, and identify new growth opportunities in data, inventory, measurement and client approach.
- Spearheaded adoption of GCM, Salesforce CRM, and Slack across the organization, driving 100% team adoption to improve pipeline visibility and reporting accuracy.

Director of Accounts

February 2021 – Jan 2024

- Managed a team of 3 - 6 account managers across 20 client accounts; established best practices for setup, onboarding, and performance reporting that improved team efficiency and output quality.
- Collaborated with adops and sales leads on revenue forecasting, profit modeling, and CPM development for media proposals, contributing directly to annual FY projections.
- Integrated retail measurement vendor to connect CTV and programmatic exposures to in-store sales lift, resulting in \$4.20 ROAS for an emerging grocery brand.
- Architected a unified attribution and reporting system for a credit card referral program by defining reporting dimensions (device, geo, firmographic markers, contextual placement) and reconciling GCM, GTM, and delayed third-party data into a single client-accessible view in partnership with the ops team. Surfaced seasonal, audience, and device-level performance patterns that drove 2x ROI over goal, grew the account from a \$5K test to a seven-figure annual partnership across multiple LOBs, and served as the template for subsequent DR client onboarding.

Associate Director of Accounts

September 2019 - January 2021

- Expanded client book through strategic planning and media execution across full-funnel B2B and B2C campaigns, growing test budgets to six-figure monthly commitments.
- Developed and maintained custom ABM targeting strategies using 3p partnerships, moving beyond prebuilt Title and Industry segments to tailored audience solutions for enterprise clients.
- Led first company CTV activation and built out a DR client base with ROI-driven KPIs, applying granular seasonal, device, and contextual analysis to optimize performance at scale.

Account Manager & US Team Lead

September 2017 – August 2019

- Selected to help launch GlassView's APAC office in Singapore. Scoped and produced a full onboarding toolkit including email templates, client FAQs, and CPA and pricing calculators that were adopted by both the APAC and US teams. Established remote collaboration structures to maintain alignment and quality across time zones as the regional team scaled independently.
- Produced 5+ strategic media proposals per week while managing a \$1M+ book of business; built cross-team sharing channels and best-practice frameworks for agency and brand client relationships.

Account Manager

October 2016 – August 2017

- Developed strategic digital media proposals for US and Japan-based clients; managed legacy client relationships with a focus on data-supported campaign performance reporting.
- Partnered with sales team to develop stronger prospect collateral and improve proposal conversion quality.

Technical Skills and Platforms

Ad Serving & DSPs: GCM, DV360 / DBM, Adobe, The Trade Desk, Flashtalking, Innovid

Measurement & Verification: DoubleVerify, IAS, Innovid, Moat, IAS, Cint, Circana, Dun&Bradstreet

CRM & Analytics: Salesforce, Google Analytics / GTM, Excel / Google Sheets (automated reporting)

Channels: Programmatic Online Video, CTV / OTT, Display, InGame, DOOH, Audio

Collaboration & PM: Slack, Zoom, Google Suite, Microsoft Suite, Atlassian, NetSuite, Figma, Asana

Education

Marist College: BA, Communications | Concentration: Advertising | Specialty: Media Planning | May 2016