

Elizabeth Loschiavo

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WORK EXPERIENCE

TikTok

New York, NY

Client Solutions Manager, Key Accounts

July 2023 – Present

- Generated \$10M+ in annual digital advertising revenue for major Media & Entertainment clients across music, film, sports, cable, and streaming, driving 80% YoY growth in account revenue for H1 2024.
- Managed paid activations from pre-sale to post-sale, driving product education and adoption for both brand and performance media and providing strategic guidance on campaign and creative best practices.
- Served as a key liaison between clients and internal teams, facilitating seamless communication and delivering white-glove service to ensure client satisfaction and establish myself as a strategic partner.
- Utilized weekly campaign data to derive actionable insights and implement optimizations, achieving a 43% YoY reduction in CPAs for a subscription-driven streaming advertiser.

Client Solutions Planner, Key Accounts

July 2022 – June 2023

- Earned a promotion within one year for consistently enhancing my skill set and delivering significant value to sales teams.
- Owned media plan development across all Paramount Global properties, generating \$2M+ in incremental revenue through strategic recommendations on product, targeting, and creative approaches.
- Volunteered as an onboarding buddy for new hires, providing regular support by reviewing training materials, answering questions, and offering enthusiastic guidance.

Agency Partnerships Intern

May 2021 – August 2021

- Supported agency partners in engaging with executives from the 'Big 6' holding companies by developing and presenting the 'Trending on TikTok' narrative, educating teams on how to leverage trends effectively and inclusively while showcasing TikTok's strategic benefits.
- Contributed to the launch of TikTok's 2021 Support Black Businesses initiative, providing skill-building and mentorship to a cohort of 37 small Black-owned businesses.
- Created a newsletter that distilled company, agency, and industry updates into a concise, digestible format.

Pitch Story Lab

Durham, NC

Director of Creative Services

January 2020 – November 2021

- Led a team of associates across various departments and experience levels in creating sales collateral such as pitches, briefs, storyboards, and scopes of work for Duke University's premier student-run ad agency.
- Revamped agency branding to support the Fall 2020 expansion of service offerings, resulting in a 115% increase in sales during the height of the pandemic.

EDUCATION & HONORS

Duke University

Durham, NC

BA, Visual and Media Studies, Certificate in Markets and Management Studies

August 2018 – May 2022

- Magna Cum Laude; Phi Beta Kappa; GPA: 3.97 / 4.00 (top 6% of graduating class)

Alice M. Baldwin Scholar

- Selected from 141 applicants (top 13%) to participate in Duke University's esteemed women's leadership program offering faculty and peer mentorship, residential living community, and academic and career support.

Marketing and Advertising Education (MADE) Intern

May 2021 – August 2021

- Selected from 2,300+ applicants (top 2%) to represent the ANA Educational Foundation as a MADE Intern for TikTok's inaugural intern class.

SKILLS & INTERESTS

- Detail-oriented professional with a proven ability to drive measurable results through data-driven strategies.
- Skilled in translating technical concepts into clear, actionable insights for non-technical stakeholders.
- Genuine leader with a positive attitude and a commitment to equity and justice.
- Ask me about: my cat, knitting and crocheting, and the best happy hour in Midtown.