

Nikko Lobato

Account Manager

San Francisco
(*Temporarily in Denver, CO)
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About Me

- Digital advertising specialist with 6+ years of experience
 - Building relationships, advising, and selling to large enterprise B2B customers.
 - Creating and measuring digital performance & brand advertising campaigns using various ad-tech platforms.
- Versatile team player with wide ranging expertise in: Enterprise Sales, Account Management, Demand Generation Advertising, Brand Advertising, Sales Operations, and Customer Success.
- Passionate about helping my clients win against their objectives, and helping businesses of all sizes grow.
- Enjoys navigating ambiguous territory, and can scale to many different tangential roles and responsibilities very rapidly.

Experience

Google, LLC

San Francisco

Mar. 2019 - Present

Senior Account Manager | [Large Customer Sales TechB2B](#)

- Manage the marketing & advertising relationship between Google and a number of large B2B technology advertisers. Develop advertiser relationships by being a trusted advisor, and providing Google Ads platform support. Role also includes being the face of Google to many clients and connecting the dots between their business needs and specialists at Google to drive revenue across products (Youtube, Measurement, GA360, DV360, Cloud, ect).
- Weekly pitching of relevant product recommendations to enhance client programs in Google Ads and beyond. This includes identifying products in Google Ads, Youtube, and DV360 that are a good fit for our client's brand and demand generation goals. As well as making an argument for why the client should invest incremental dollars or effort into utilizing each offering.
- Advise clients on digital advertising best practices as a broad Google Ads product expert. Regularly work in-platform on my client's behalf to build, modify, optimize campaigns across Google Ads (Search, Youtube, Display, and Discovery). Help client's design and forecast their media plans for quarterly and yearly campaigns.
- Work as a measurement partner to our clients in order to understand the impact of their activity in our advertising platforms. This includes helping clients understand their search activity at a deeper level using Google internal query data. Helping teams determine the brand or search lift metrics tied to their Youtube advertising. Or even finding the right data studio dashboards or weekly reports that will help clients make important decisions in real time. This role also includes digging into the Google Ads UI to understand current/past performance, and diagnosing why some performance changes occurred.
- Manages team sales operations activities as Pod "COO". This includes managing weekly sales

hygiene recommendations for our team based on internal CRM data. Role includes weekly preparation of client data and insights to inform management of sales operations and activity during weekly revenue calls. This secondary role also requires working with other Pod COOs to establish operational best practices, and working with internal vendor teams to manage the flow of customized sales collateral to pod Account Managers. I volunteered for the role of Pod COO, as an addition to the workload outside of my core role.

- Work closely with Account Executives, Campaign Managers, and Heads of Industry to strategize relevant offerings for our clients backed by data and industry insights. Also coordinated with other Account Managers in my vertical to develop best practices, and drive business metrics that matter to both Google and our clients on a quarterly basis. Additionally I have had the opportunity to flex into an Account Executive role multiple times during my time as an Account Manager to support changes in team dynamics. This means having a handle on in-quarter pipeline, while being able to spot forward thinking opportunities for the quarters ahead.
- Built an internal knowledge hub surrounding Digital Event and Webinar Promotion to effectively disperse knowledge to the TechB2B Vertical, and other B2B Pods throughout the Global Business Organization. This also included presenting my work to upper level management, Account Managers and Account Executives.
- Example clients include DocuSign, GoDaddy, Twilio, SurveyMonkey (Momentive), Cloudflare, Barracuda Networks, & BigCommerce. Key Wins include:
 - [Client Redacted] revenue YoY growth of 336% in Q2 & Q3 2020 combined. Driven by maximizing Search, Display, and Youtube activity during increased demand driven by COVID-19.
 - [Client Redacted] event promotion. What started as a small Google display test, turned into a \$1M investment in the promotion of the client's yearly event.. This activity was driven by setting up campaigns on the clients behalf and demonstrating the efficacy of Google Ads to the client's events team.
 - [Client Redacted] +40% Combined Q2 & Q3 YoY (2021) Revenue Growth. Driven by the outcome of a QBR in which I used internal and client data to pitch the need for greater search budgets to match corresponding search demand. Additionally requesting more video demand gen and brand budgets in response to positive incrementality testing data.

Denver, CO

90octane, LLC

Dec. 2015 -
Feb. 2019

Media Strategist | [Digital Advertising](#)

- Designed digital media strategies for B2B clients around their most important goals. Managed media across programmatic, video, and traditional display buying, Performed regular optimization maintenance and delivered recommendations stemming from campaign insights.
- Hands on keyboard management of programmatic platforms with tactics ranging across prospecting, retargeting, video, and native.
- Built out our agency's first in-house managed service programmatic offerings and drove revenue for the company through this new channel, while also driving efficiency for our advertisers. Also created the framework to train new strategists on how to buy media programmatically, and a method for account-based marketing utilizing programmatic display media.

Education

University of Colorado Denver

Denver, CO

Class of
2015

Bachelors of Science | [Business Management & Entrepreneurship](#)

- Minor: Economics
- Extracurriculars: Jake Jobs Center Consulting Group

Skills & Interests

- **Sales and Account Management** - I enjoy strategizing the way different products would work to elevate a client's program. I also foster strong relationships with clients built around support and trust. I also enjoy climbing the ranks at my client's companies, and trying to get in front of the right people to move my book of business forward.
- **Sales Operations** - As pod COO, I enjoy the opportunity to analyse and make recommendations on sales operations & hygiene for my team. It helps me have a greater understanding of our business, and the levers we can pull to drive efficiency.
- **Advertising Platform Expertise** - Have learned and managed many platforms throughout my career: Google Ads, DV360, Campaign Manager, Facebook ads, Google Analytics, Data Studio.
- **Equity & Inclusion** - I am my team's inclusion moment lead, and enjoy guiding my coworkers through complex and often challenging topics surrounding equity and inclusion.
- **Interests** - I enjoy building web projects and testing out business ideas -> [faqt.app](#), exploring the world [on my gravel bike](#), and making hot sauce.

Awards and Recognition

- **2021 Q3 Performance Review** - Strongly Exceeds Expectations + Promotion to Senior Account Manager
- **2021 Q1 Performance Review** - Superb
- **2020 Q3 Performance Review** - Exceeds Expectations
- **Sector Level "Be Award" for "Be You"**
 - (Excerpt) - "Nikko has been instrumental to the culture of TechB2B. He amplifies critical conversations around DE&I - leading inclusion moments and Search for Belonging exercises. He is an ally for communities across Google and recently celebrated Latinx Heritage Month by raising awareness around ERG sponsored events and unsung heroes in the Latinx community. Nikko continually shows up true to his authentic self and empowers us all to do the same. "
- **Peer Recognition** - 6 Peer Bonuses + 4 Spot Bonuses
 - 1 Spot bonus for massive 115% YoY Rev Growth for [Client Redacted] & Onboarding [Client Redacted] in Q2 of 2021
 - 1 Spot bonus from VP of Sales for work as Sales Pod Chief Operations Officer.
 - 2 Peer bonuses related to landing a [Client Redacted] Promotion Budget, and afterwards building out a Digital Event Promotion & Webinar presentation for other B2B Account Managers and Account Executives.