

Devin Custalow

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CleverFunnel | Senior Project Manager - Remote **2024 - 2025**

- Led end-to-end project execution of digital media initiatives, coordinating cross-functional teams including Creative, Analytics, and Strategy, to deliver high-impact campaigns on time and within scope.
- Revamped internal workflows within Asana, enhancing project visibility and resource planning. Resulted in a 30% increase in team productivity and reduced turnaround times.
- Spearheaded revenue-driving business development projects, identifying new scopes and reallocating resources to unlock 8–12% QoQ revenue growth.
- Developed scalable project documentation frameworks, improving onboarding efficiency and standardizing client-facing deliverables.

Publicis (Profitero) | Global Account Manager, SaaS - Remote **2022 - 2024**

- Managed a \$5.5M+ ARR global book of business across enterprise clients including Disney, 3M, Google, and NBCUniversal. Achieved a 42% multi year contract renewal rate and increased average contract value by 18% through upselling, cross-selling, and C-suite negotiations.
- Served as application subject matter expert, synthesizing platform data into actionable insights to improve client performance and competitive edge.
- Reassigned to at-risk accounts and successfully reduced churn through stakeholder engagement, strategic realignment, and service-level improvements.

Harmelin Media | Senior Media Manager - Remote **2021 - 2022**

- Led strategic media planning across integrated channels (TV, Radio, Programmatic, Display, Social) for high-value clients including Hyatt and Regions Bank.
- Monitored campaign KPIs and presented actionable recommendations to internal and client teams to refine targeting and boost ROI.

The RealReal | Account Manager, Luxury - Remote **2019**

- Managed a high-volume portfolio of 1,200+ luxury resale accounts, contributing to 8% market growth through proactive client engagement, upselling services, and streamlining onboarding touchpoints.
- Partnered cross-functionally with logistics and merchandising to resolve escalations, reduce ticket volume, and increase client satisfaction to maintain a 82% retention rate.

Fendi | Senior Media Strategist, Contract - New York City **2019**

- Identified priority markets using behavioral insights and first-party data, improving media targeting effectiveness and new customer acquisition.
- Acted as liaison between internal brand teams, international agency partners, and talent managers to align marketing strategy and creative execution across paid channels.

Dentsu Aegis (Burberry) | Senior Integrated Media Manager, Strategy - New York City **2016 - 2019**

- Lead Strategist on Burberry's multimillion-dollar rebranding campaign. Leveraged traditional and digital media, as well as emerging technologies, to deploy the brand's new identity across 10+ countries.
- Managed cross-channel media execution (OOH, Print, Display, Direct, Programmatic) with international vendors. Maintained brand standards and timelines across multiple languages and timezones.
- Conducted competitive analysis to guide strategic investments, media mix, and influencer collaborations.
- Collaborated with Influencer team to align talent strategy with paid media efforts for beauty brands including Kate Spade and Bare Minerals.

The University of Texas | Graduated - Bachelors of Science in Corporate Communication

The University of Rhode Island | Studied - Textiles, Merchandising, and Design

Leveraged Tools: Asana, Trello, Salesforce, Jira/Confluence, Gainsight, Notion

Utilized Methodologies: Agile, Scrum, Waterfall