

Danielle Barron

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[LinkedIn](#)

SUMMARY

10+ years in adtech and martech, focused on sales, client success, and analytics. Experienced working with agencies, publishers, DSPs, and CTV platforms to build performance-driven partnerships. Skilled at making complex topics easy to understand and act on. Known for a consultative style that balances strategy with execution. Comfortable presenting, traveling, and building trust with clients both virtually and in person.

WORK EXPERIENCE

IQVIA

Remote, Philadelphia, PA

Solution Sales Specialist II, Partnership Development

Jun 2022 - May 2025

- Built and strengthened high-impact partnerships across the ad tech ecosystem - including DSPs, CTV platforms, OOH, and retail media networks - fueling mutual revenue growth through collaborations with premium companies like LG Ads, Warner Bros. Discovery and Basis Technologies.
- Exceeded 2024 annual quota by 20% by selling customized solutions that helped clients gain a deeper understanding of customer journeys.
- Drove solution adoption through consultative selling and tailored demos, positioning IQVIA's products to meet client-specific targeting goals.
- Managed pre and post-sale activities with product, identity partners, privacy and data teams, to facilitate technology integrations between IQVIA and partner platforms.
- Boosted DSP client revenue by 115% YoY.
- Partnered with internal and client legal teams to manage redlines and finalize MSAs, SOWs, and LSAs, while navigating complex procurement requirements during vendor onboarding and selection processes, including security reviews, compliance documentation, and contract approvals.

IQVIA

Remote, Philadelphia, PA

Consultant

Jan 2022 - Jun 2022

- Collaborated with internal and external teams to deliver pharmaceutical marketing measurement studies, ensuring accurate campaign reporting and performance insights.
- Conducted in-depth data analysis for quality assurance and collaborated with clients on mapping ad server data for reporting purposes.
- Led client discussions to interpret measurement study results and advised on process improvements to enhance campaign performance.

NMI

Remote, Chicago, IL

Partner Success Manager, Education & Growth

Jan 2021 - Dec 2022

- Developed and rolled out a comprehensive partner education program focused on digital marketing strategies that drove B2B account growth and product adoption in fintech industry.
- Created and delivered digital learning content and webinars, reducing support inquiries and enhancing client engagement.
- Collaborated with product and marketing teams to identify business goals of education content, which were reduced support tickets and increased key feature usage.
- Managed multiple digital projects by delivering clear project estimates and ensuring adherence to strict budget guidelines.

Comscore

Remote, Reston, VA

Analyst, Client Insights

Jan 2018 - Jan 2021

- Managed digital analytics for agency clients, including Publicis Health Media, supporting \$1.4MM in ARR with actionable insights through high-touch account support post-sale.
- Analyzed and presented campaign performance data to enable optimal media spend and improved ROI.

- Partnered with sales to develop pitch strategies and surface prospecting insights, helping shape tailored digital marketing recommendations for upsell.

Comscore

Evansville, IN

Campaign Analyst, Ad Operations*Jan 2015 - Jan 2018*

- Managed and optimized 30+ digital media campaigns for agencies supporting major retail brands such as Walmart and The Home Depot, ensuring accurate ad tagging, KPI alignment, and cross-platform performance tracking.
- Collaborated with agencies and publishers to troubleshoot and refine campaigns, improving ad performance and meeting client objectives.

Ferguson Enterprises

Evansville, IN

Sales Consultant*Jan 2013 - Jan 2015***EDUCATION****University of Southern Indiana***Sep 2008 - Dec 2013*

Communications

SKILLS

Account Management, Project Coordination, Partnership Development, Client Enablement, Audience Targeting and Insights, Media Measurement, DTC and HCP Advertising, SOW Support, Consultative Selling, Pipeline Management, Quota Achievement, Revenue Growth