

## JUNIOR MEDIA PLANNER

# Kieran Foley



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Media Studies graduate from the University of Sussex with internship experience at Zenith Media. Assisted with media plans for 4 clients with combined budgets of £180,000. Pulled audience data from TGI and YouGov Profiles and compiled 3 post-campaign analysis reports. Also managed student union social media channels, growing followers by 35% and generating 2.4 million impressions over 12 months.

## EXPERIENCE

Jun 2024 – Aug 2024

**Media Planning Intern**, Zenith Media (Publicis Groupe), London

10 week internship in the Planning team, supporting account executives on FMCG and retail clients.

- Assisted with media plans for **4 clients** with combined annual budgets of £180,000 across digital display, social, and OOH
- Pulled audience data from **TGI, YouGov Profiles, and Comscore** to support channel recommendations
- Compiled **3 post-campaign analysis reports** covering reach, frequency, CPM, and engagement metrics
- Monitored competitor media activity using **Nielsen Ad Intel** and prepared weekly competitive spend summaries for 2 accounts

Sep 2023 – Jun 2025

**Social Media Manager (Part Time)**, University of Sussex Students' Union, Brighton

Managed Instagram and Twitter accounts for the student union, reporting to the Marketing Coordinator.

- Grew combined follower count from **4,200 to 5,670 (+35%)** over 12 months
- Created and scheduled **8 posts per week** across both platforms, generating 2.4 million impressions annually
- Achieved an average engagement rate of **4.2%** on Instagram (above the 3% student union benchmark)
- Designed and ran **3 paid social campaigns** (Freshers' Week, elections, summer ball) with a combined ad spend of £800

## EDUCATION

Sep 2022 – Jun 2025

**BA (Hons) in Media Studies**, University of Sussex, Brighton

First Class Honours. Modules include media audiences and reception, digital media cultures, media industries and regulation, and quantitative methods for media research. Dissertation on attention economics and ad avoidance in streaming platforms.

## SKILLS

TGI & YouGov Profiles (audience research) • Nielsen Ad Intel (competitive monitoring) • Comscore (digital audience measurement) • Google Analytics 4 • Meta Ads Manager • Microsoft Excel (pivot tables, VLOOKUP, charts) • Microsoft PowerPoint (client presentations) • Social Media Scheduling (Hootsuite, Later) • Canva (social asset creation) • Campaign Reporting & KPI Tracking

## CERTIFICATIONS

Mar 2024 – Mar 2025

**Google Analytics Certification**, Google

Jan 2025

**IPA Foundation Certificate (in progress)**, Institute of Practitioners in Advertising

## LANGUAGES

English (native) • Irish (basic)

## PROJECTS

Oct 2024 – Apr 2025

**Dissertation: Attention Economics and Ad Avoidance on Streaming Platforms**

Investigated how UK consumers aged 18 to 30 respond to advertising on ad-supported streaming tiers (Netflix, Disney+, Amazon Freevee).

- Designed and distributed a **35 item survey to 320 respondents** via Qualtrics and social media recruitment
- Conducted **12 follow-up interviews** to explore ad avoidance behaviours and willingness to pay for ad-free tiers
- Found that **68% of respondents** engaged in active ad avoidance (phone checking, tab switching) during streaming ads

## REFERENCES

Sophie Carrington

Account Director, Zenith Media, s.carrington@zenithmedia.com, +44 7700 900 193

Dr. David Hesmondhalgh

Reader in Media Studies, University of Sussex, d.hesmondhalgh@sussex.ac.uk, +44 7700 900 384

## EXTRA CURRICULAR ACTIVITY

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*Sep 2024 – Jun 2025*

### **Station Manager, University Radio Falmer (URF)**

Managed a team of 30 student presenters. Oversaw scheduling for 18 weekly shows and grew listenership from 400 to 650 average weekly listeners.