

Brigitte Josephson

Account Strategist

New York City, NY, United States | [LinkedIn](#)

Strategic account management and digital advertising professional with 7+ years driving enterprise client relationships, omnichannel media strategies, and measurable campaign performance across retail and CPG sectors.

EXPERIENCE

Account Strategist (Formerly Account Manager) Walmart Connect Manages a portfolio of enterprise CPG advertisers representing \$20M+ in annual media revenue. Develops omnichannel advertising strategies across onsite and offsite display, search, social, CTV/OLV, and in-store media. Analyzes campaign performance across ROAS, CTR, CVR, and attributed sales, translating data into actionable optimization strategies. Partners with advertisers and agencies throughout the campaign lifecycle and leads recurring client business reviews for senior stakeholders.	Feb 2026 — Feb 2026 <i>New York, New York, United States</i>
Senior Account Manager Epsilon (Publicis Groupe) Supervised and trained a direct report with day-to-day coaching and knowledge transfer. Managed strategic relationships across a portfolio of enterprise clients with \$33M in revenue, serving as primary point of contact and trusted advisor. Led client presentations and business reviews communicating campaign results and strategic insights to senior stakeholders. Identified opportunities to expand client relationships through new solutions and strategic initiatives.	Nov 2021 — Dec 2024 <i>New York, New York, United States</i>
Account Manager Living Group Managed day-to-day client communications and coordinated project timelines, deliverables, and administrative activities across multiple accounts. Created and maintained budgeting trackers, billing documentation, and operational records. Developed standardized process guides and workflow documentation that improved team efficiency. Coordinated meetings across internal teams and clients while maintaining detailed documentation.	May 2020 — Oct 2022 <i>New York, New York, United States</i>
Content Success Specialist ContentWriters	Oct 2018 — Apr 2021 <i>New York, New York, United States</i>
Membership and Chapter Relations Intern American Thoracic Society	Jan 2018 — May 2018 <i>New York City Metropolitan Area</i>
Account Management Intern Miller Advertising	May 2017 — Jan 2018 <i>New York City Metropolitan Area</i>

EDUCATION

New York University <i>Bachelor's degree</i> GPA: 3.8	Sep 2015 — Jun 2019
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SKILLS

Jira · Online Marketing · Digital Media · Microsoft Office · Customer Service · Microsoft Excel · Leadership · Microsoft Word · Research · Microsoft PowerPoint · Social Media · English · Communication · Time Management · Account Management · Brand Strategy · spreadsheets · Content Management · Managing Accounts · Client Strategy & Consultation · Digital Advertising · Omnichannel Media Strategy · Campaign Management & Optimization · Enterprise Client Relationships · Strategic Business Planning · Performance Analysis & Insights · ROAS & KPI Optimization · Client Presentations · Business Reviews · Cross-Functional Leadership · Stakeholder Management · Retail Media · Google Workspace · AI Productivity Tools