



Darla Dackiewicz

SENIOR MEDIA BUYER & PLANNER 3 YEARS WITH S+P



“Do **unto** others.”

Darla Dackiewicz, is the Senior Media Buyer and Planner at Singleton & Partners. She has over forty years of experience in marketing and advertising. Her experience spans media buying for TV, radio, print, outdoor, digital display (video, audio and native), SEM and social media at both the domestic and international level. Using research as her basis, she uses data to both develop and execute media plans for digital and traditional media channels. As Senior Media Buyer and Planner, Darla is responsible for identifying the optimal mix of media outlets, which deliver advertising messages that reach clients' target audiences both within their specified budget and at maximum exposure.

She was voted broadcast SIG leader for DataTrak users, has received the NCTE Creative Writing award and is proficient in Bluhorn, DataTrack and Strata-software.

A native to Cleveland, Darla approaches everyday at Singleton knowing that she fully enjoys what she does. When she's not working she spends her time reading, writing, watching movies and TV series. Her current guilty pleasure is "Prodigal Son." Darla enjoys traveling and aspires to visit Australia one day.

Life Mantra:

“The acceptance of a gift honors the giver.”

Alma Mater:

Cleveland State University; Master of Arts in English, Dual Bachelor of Arts in Mass Media Communications and English