

DIGITAL ADVERTISING CONSULTANT

Experience

Digital Advertising Consultant , 07/2013 to 12/2017

Company Name " City , State

- Responsible for negotiation and execution of programmatic and direct buys and handle the day- to-day campaign operations across multiple DSPs and other partners.
- Responsible for accessing company's digital strategy and recommend tactics to achieve platform efficiencies and brand awareness.
- Develop performance KPI Expectations for company's strategic objectives.
- Executed A/B testing for client strategy to report and recommend best performing variables.
- Promoted and demonstrated the value of Search Engine Marketing (PPC), Display Advertising, Social Media, Mobile Advertising, and website solutions to generate new business within the organization's niche market.
- Analyzed and implemented various digital marketing tools to develop well-rounded strategy for the organization.
- Maintained all ad campaigns and ensured appropriate reports and delivery rates.
- Worked with web development team to implement tracking pixels.
- Be the main point of entry for all internal and external tracking pixel placements.

Sales Engineer , 03/2008 to 04/2010

Company Name " City , State

- Provided pre-sales technical assistance and on-line product education of SaaS ad serving management software AdJuggler.
- Created and presented training courses on relevant and proper ad operations workflow for 80+ publisher and marketer clients in the B2B and B2C business.
- Implemented direct, programmatic, and remnant campaigns using several DSPs, created QA processes, and solved delivery and discrepancy issues.
- Implemented 1st and 3rd party creative assets for campaign including: static images, JavaScript tags, HTML tags, Flash files, Videos, Text links and E-mail Newsletters.
- Supported ad fulfillment operations including daily reporting, media plan maintenance, contract management, client support, and client media plan implementation.
- Prepared technical presentations to effectively communicated AdJuggler's value proposition within a highly competitive ad serving platforms market.
- Coordinated the design, development, and maintenance of specialized Ad-Serving platform software tailored to client's strategy and workflow.
- Evaluated, tested and integrated vendor partners for data targeting, verification, and maintenance.
- Each vendor was evaluated on features, service, price, and other metrics to determine integration suitability with AdJuggler Ad Server Platform.
- Worked with 3rd party rich media and video platforms (Vindico, MediaMind, Pointroll, EyeWonder, Brightcove) regarding tracking requirements and implementation.
- In addition to maintaining vendor relationships to facilitate efficient integration of 3rd party media assets with AdJuggler Ad Server.
- Provided on-going training and support for members of the sales team, including client on- boarding, Request For Proposal and Insertion Order.
- Provided customer training and implementation assistance on online ad serving and management software.
- Worked with clients to define campaign requirements, including KPI and performance benchmarks to ensure satisfactory ROI.
- Maintained product road maps and feature specifications in addition to managing product releases timelines of major product builds and custom development requests.
- Drive operational efficiency through the design, creation, and maintenance of an extensive technical documentation and reference material regarding AdJuggler Ad Server platform as well as ad operations processes.
- Produced In-platform contextual instructional video modules for the AdJuggler Ad Server platform.
- Solicited and incorporate feedback from Beta User and Clients of the Ad Server Platform to improve workflow with the UI/UX design of the Ad Server.

Client Data Analyst , 06/2007 to 03/2008

Company Name " City , State

- Provided on-line customer support for leading software's, RoboForm Pro, RoboForm2Go and Goodsync, through web based customer support application.
- Assisted Customers with downloading, activation, and technical issues via telephone.
- Handled organization computerized shipping and receiving of goods.
- Performed verification of on-line purchase, authentication of credit card as well as other payment methods.

Education

Bachelors of Science : Computer Science Eastern Shore , May 2007

University of Maryland

Computer Science Eastern Shore

Summary

7+ years of experience in strategic planning, programmatic advertising, campaign management, performance optimization, and inventory

forecasting. Experience in programmatic advertising with proficiency in ad serving, DSP, SSP, DMP, Ad Exchange, and Ad Network platforms. Experience in leveraging all facets of advertising operations including but not limited to campaign management, advertising application management and detailed campaign analysis. Proficient in the use of various reporting tools and advertising platforms. Extremely passionate and knowledgeable about digital media.

Highlights

DoubleClick (DFP-Certified, DCM & DBM) as well as an understanding of programmatic advertising delivery processes, including but not limited to Ad Exchanges, Demand and Supply Side platforms, RTB, and prevailing industry standards (VAST, VPAID, MRAID, IAB etc.) Â· Applications: Proficient in Basic SQL, JavaScript, and HTML5/CSS

Skills

Ad, Advertising, B2B, Basic, competitive, contract management, credit, CSS, client, Clients, customer support, client support, DBM, delivery, E-mail, features, Flash, UX, HTML, HTML5, JavaScript, managing, marketing, market, media plan, publisher, negotiation, Newsletters, presentations, processes, Proposal, QA, receiving, reporting, sales, Servers, shipping, SQL, strategy, strategic, technical assistance, technical documentation, telephone, video, web development, website, workflow