



MICHAEL ANDERSON

Ad Operations Manager

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SUMMARY

Accomplished Ad Operations Specialist with over seven years of experience in managing and optimizing digital advertising campaigns. Expertise in programmatic advertising, analytics, and data-driven decision-making has enabled the successful execution of large-scale campaigns across various industries. Proven track record in collaborating with cross-functional teams to enhance ad performance and maximize ROI.

WORK EXPERIENCE

Ad Operations Manager Digital Marketing Solutions

Jan 2023 - Present

- Led the execution of over 150 digital campaigns, achieving an average ROI increase of 35%.
- Managed a team of five ad operations specialists, fostering a collaborative and high-performance environment.
- Utilized Google Ad Manager and DV360 for campaign management and optimization.
- Analyzed campaign performance data to inform future strategies and improve targeting.
- Implemented A/B testing protocols to assess creative effectiveness and optimize ad placements.
- Developed comprehensive reports for stakeholders, translating complex data into actionable insights.

Ad Operations Coordinator Creative Ad Agency

Jan 2020 - Dec 2022

- Assisted in the launch and monitoring of over 200 ad campaigns across multiple platforms.
 - Collaborated with creative teams to ensure ad compliance and quality standards.
 - Utilized analytics tools to track performance metrics and provide actionable insights.
 - Trained junior staff on ad operations processes and best practices.
 - Facilitated communication between sales and operations teams to streamline workflow.
 - Maintained up-to-date knowledge of industry trends and emerging technologies.
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EDUCATION

Bachelor of Arts in Marketing, University of California, Los Angeles

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Programmatic Advertising, Google Ad Manager, DV360, Data Analysis, Campaign Optimization, Team Leadership
- **Awards/Activities:** Awarded 'Employee of the Year' for outstanding performance in 2018.
- **Awards/Activities:** Successfully reduced campaign costs by 20% through strategic optimization.
- **Awards/Activities:** Implemented a new reporting system that improved stakeholder communication.
- **Languages:** English, Spanish, French