
Advertising Project Manager Resume

Job Objective

To enhance my skills and further my career by filling the position of Advertising Project Manager in well-established organization.

Highlights of Qualifications:

- Admirable experience in tracking online ad traffic and managing various ad serving applications
 - Profound knowledge of performing troubleshoot and tests on ad tags
 - Exceptional knowledge of product specifications according to deadlines
 - Immense ability to manage reports and balance workload
 - Familiarity with DoubleClicks DFP and other ad-serving applications
 - Deep ability to evaluate and maintain relationships with vendors
 - Outstanding skills to complete Ad operation processes
 - Proficient with HTML, familiarity with JavaScript and Flash
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Professional Experience:

Advertising Project Manager
Manifest Digital, San Francisco, CA
October 2008 – Present

- Managed Ad operation requests in coordination with Sales team.
- Participated in various weekly and monthly meetings and understand requirement.
- Maintained knowledge on various vendors and worked according to delivery updates.
- Hired employees, prepared training plans and evaluated performance.
- Administered online advertising campaigns and ensure accurate and timely implementation of campaign.
- Monitored all campaigns and ad serving system to deliver project on time.
- Prepared and updated campaign reports on a weekly and monthly basis.
- Performed troubleshoot on various creative issues for proper tracking and implementation.

Internet Ad Traffic Coordinator
Resolution Media, San Francisco, CA
August 2003 – September 2008

- Maintained expert knowledge for online ad campaigns and analyzed advertising models for all.
- Coordinated with sales representatives and account managers and provided support to online campaigns.
- Administered proper functioning of JavaScript and Flash.
- Assisted AD Operations Manager in managing various operational projects.
- Facilitated in developing and working efficiently in a team.

Online Ad Trafficker
Sugar Inc, San Francisco, CA
May 1998 – July 2003

- Performed tests on traffic to website campaigns and tracked all campaigns.
 - Conducted troubleshoot on various technical issues and resolved all issues in tracking and reporting.
 - Prepared technical communication for non technical audience.
 - Monitored campaign delivery for ad serving systems.
 - Ensured compliance to schedule for completing campaigns.
 - Coordinated with Ad operations and Account Managers and recommended any modifications.
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Education:

Bachelor's Degree in Visual Communication
Lehman College, Bronx, NY

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