
Advertising Traffic Manager Resume

Job Objective

I would like to secure Advertising Traffic Manager position with a growing company where I can utilize my training and skills.

Highlights of Qualifications:

- Experience in managing Ad trafficking software and monitoring all online advertising and marketing
 - Operational knowledge of database systems
 - Huge knowledge of third party advertising tags
 - Immense ability to identify and resolve all issues
 - Proficient with Ad trafficking software – Real Media Open Ad Stream or Doubleclick DART
 - Exceptional ability to multitask and adapt to new concepts
 - Skilled at Adobe Flash, HTML, Javascript, database systems
 - Skilled to work on various online ad serving systems
 - Immense skills to perform troubleshoot and resolve issues
 - Proficient in working on new media and internet
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Professional Experience:

Advertising Traffic Manager
Resolution Media, Ranchvale, NM
October 2008 – Present

- Administered marketing programs and tracked progress of all programs.
- Analyzed key indicators of marketing programs and analyzed inventory for same.
- Coordinated with designer, clients and developers for formulation marketing programs and preparing organizational designs.
- Managed efficient working of special projects and ensured maximization of revenue.
- Ensured optimal level of customer satisfaction in various campaigns.

Advertising Traffic Coordinator
BrightRoll Inc., Ranchvale, NM
August 2003 – September 2008

- Provided support to advertising operations managers and maintained efficient working of campaigns.
- Coordinated with sales managers and managed efficient working of regional websites and assisted sales.
- Managed everyday ad placements for clients, scheduled and performed regular updates.
- Maintained required documents and its technical specifications.
- Prepared codes for HTML and assisted in delivering all ad creative.
- Monitored advertising inventory and forecasted requirements.

Ad Trafficker
Razorfish, Ranchvale, NM
May 1998 – July 2003

- Provided optimal client services and maintained an accurate trafficking system.
 - Analyzed performance of multiple advertising campaigns and recommended strategies to optimize efficiency.
 - Coordinated with third party servers and developed all creative specifications.
 - Monitored campaigns and ensured highest return on investments.
 - Organized work and ensured work according to schedule.
 - Designed innovative ideas for marketing and product schedule.
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Education:

Bachelor's Degree in Advertising Design
Baldwin-Wallace College, Berea, OH

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