

PROFESSIONAL EXPERIENCE / TECHNICAL COMPETENCIES AND PRODUCTS

Business Partner & Operations Consultant - Family-Owned Investment & Operations

Dec-2023-Present

Time Inc, Meredith Corporation, Dotdash Meredith

Oct 2017-Dec 2023

Programmatic, Yield & Video Revenue Operations Analyst

- Support the revenue, programmatic and native operations teams on all reporting and analysis tasks in the department.
- Assist teams and our syndication partners (Viant, Dailym, STN, Ex.co etc) by providing pacing reports daily which help them better optimize delivery and hit their delivery goals on time.
- Create and distribute reporting on KPI's based on the cadence agreed upon between the teams and provide business insights on all KPI's. This helps the clients adjust their campaign settings to improve their campaign performance by incorporating our suggestions in terms of the demographics, segmentation, and various other targeting data, potentially reaching more customers, and capturing business.
- Set up programmatic deals (ITD, DV360 etc) in our exchange partners' user interface (Adx/GAM, Index, Magnite, Pubmatic). We are provided data and various deliverables of a campaign which we feed into the DSP/SSP, post which any buyer that bids on the auctioned rate get allocated that deal and immediately it will go live, as this is an exchange.

Ad Operations Analyst - Digital Sales Systems

- Knowledge of the online advertising industry, products, trends, technologies and understanding of ad campaign metrics and analysis including CPM, CPV, CPA, CPC.
- ADfront fivia, Operative One (OMS) - Roles include user administration, campaign/contract administration and approvals, entry of media plans proposed to the clients and product mapping, troubleshooting campaign sync errors with Salesforce.
- Salesforce (CRM)- Admin for user access control, ownership, agency, and billing address mandates for campaigns.
- Develop and deploy a quarterly user audit system for SOX compliance within the OMS and Google ad manager.
- Google Ad Manager - User administration and campaign management work involving grabbing screenshots.
- MNI Targeted Media Inc. - Create reports from raw data from campaign metrics and manipulate MS-Excel macros to Generate Cume stats by mapping relevant data into the specific cells and format.
- Jira - Raise and resolve tickets. Investigate and find solutions to challenges concerning every product described above.
- Ad-hoc requests from stakeholders which include pulling data (excel), analysis and generating meaningful reports.
- Work with Client services managers, Account managers and various stakeholders in the EST.

MechUni (Part time) – Strategy, Operations, Marketing, Branding, Application development

Jan – March 2022

At its inception, assisted in sales operations, worked on ideation, design and installation of branding equipment at service facility.

Involved in marketing and strategy discussions, designed the UI from scratch to assist the tech teams responsible for the

development of the app, conveyed the vision for the app design as the sole member from the group to take the project forward.

Marketing Associate - Luwak White Koffie-Page Impex

June-September 2017

- Marketing on social media (Facebook, Instagram, Twitter, YouTube among others).
- Marketing for retail outlets.
- Creating content, designing online/offline content.

EDUCATION

CMR Institute of Management Studies

Bangalore

Bachelor's in business administration - Marketing and Finance

2014-2017