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## Optimization Analyst

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Ad Optimization	Relationship Management	Business Analysis	Strategic Management
Passionate Communicator	Cross-Boundary Collaboration	Client Influence	Customer Advocacy
Strategic Planning	Business Performance Measurement	Display Advertisements	Risk Management
Strong Analytical Skills	Java/Oracle programming	Search Engine Marketing	Market Research

A proactive, entrepreneurial and focused mindset with demonstrated capability to create and execute innovative ad optimization strategies to consistently improve performance in targeted segments and exceed clients' expectations. Deft in modeling behaviors on large data sets to build practical systems. Ability to bridge the gap between the business & the technical worlds. Keen planner and farsighted with strengths to perceive beyond obvious. Exceptionally well organized with a track record that demonstrates self motivation, creativity, and initiative to achieve both personal & corporate goals. Prolific team leader, trainer and a natural motivator having ability to integrate team efforts to maximize individual and team productivity. Result driven and focused with immaculate work habits, man-management, leadership skills with ability to thrive in a fast-paced environment.

### PERFORMANCE MILESTONES

- Distinction of planning, procuring and optimizing all media for brand and direct response agency campaigns.
- Drew up plan to balance media buying from RTB (Real Time Bidding) vs Pre-bought media sources.
- Designed & developed plan to achieve clients goals, and manage partner relationships with pre-bought media sources.
- Conceptualized and implemented new optimization techniques to achieve client's performance goals.

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### CAREER PROGRESSION

**Director - Ad Optimization,** [REDACTED]

**Independent consultant** [REDACTED]

**Director – Operations,** [REDACTED]

**Independent Consultant,** [REDACTED]

**Independent consultant (Java/Oracle programmer)** [REDACTED]

- Assumed responsibility for delivery, analytics and optimization of all digital marketing campaigns.
- Accountable for launching optimization practice, and optimizing all booked campaigns.
- Established partnership with analytics-focused agencies within Interpublic Group to employ their capabilities.
- Successfully managed big team of media buyers, and digital marketing campaigns (including Pay Per Click, Local Search, Paid Inclusion and Internet Yellow Pages).
- Recognized as 'Single point of contact' for partner company Leads.com, a Local SEM (Search Engine Marketing) provider.
- Drove the initiative to devise customized strategies to drive qualified traffic to clients' websites.
- Entrusted with deriving strategies to optimize billions of direct response ad impressions/day to maximize client ROI
- Designed & developed actionable models on Terabytes of data to be used in a real-time bidding environment to assist big client to enhance their bottom line thru targeted advertisements.
- Pivotal in developing correlative and clustering models based on inventory, user behavior and client goals.
- Conceptualizing & implementing strategies to enhance operational efficiency and ensure adherence to all the set parameters to enhance the efficiency of various aspects of the service delivery cycle.
- Proactively contributed in tuning algorithms for advanced targeting efficiency in real-time bidding.
- Gained invaluable experience in other web marketing initiatives, including Email, Display, SEO, Web Content Management and Site Localization.
- Actively involved in the Search Marketing operations providing PPC search marketing services.

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### Education

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