
Divyesh Gautam

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Summary

- Created & Optimised ,Display,Pre-Roll,OTT/CTV , Mobile Campaigns on DSP's like ETV , Beeswax & Amazon.
- Developed and Implemented programmatic ad campaigns for clients in American region.
- Monitored campaign delivery & budget against KPIs.
- Developed,Implemented & Optimised Programmatic Campaigns to successfully execute & achieve business results.
- Providing Ad Trafficking to Account Managers ,& Troubleshooting Creative issues,user account issues & campaign delivery.
- Optimizations of campaigns using Data Analysis (MS Excel &SQL) and trends following up KPIs.
- Performing QA before execution of Campaigns.

Experience

Zypmedia (Now -Compulse)

Ad Operations Analyst

04/2022 - Present

A detail-oriented and data driven Ad Operations Analyst with 1 year of experience.

- Managing Digital Advertising Campaigns
- Proficient in ad trafficking & Creative issues
- Expertise in Campaign management and troubleshooting technical issues.
- Skilled in data to optimize campaign performance and improve ad delivery.
- Experience in collaborating with cross-functional teams to deliver successful ad campaigns.
- Identifying Bugs in the platform and closely work with Team to provide support.
- Generate in-depth Analytics & Reporting highlighting Business trends .
- Handled major advertiser in North American & South American region.

Skills

Excel, SQL, Campaign Management, Communication skills, Time management, Ad Trafficking, Campaign Optimization, Display Advertising, Analytical Skills, Advertising Operations, Client Servicing, Reporting

Education

B.tech in ECE

Kiet Group of Institutions Ghaziabad

09/2021