

VAISHALI S.M

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Professional Summary

I am an accomplished Digital Marketing Specialist with a demonstrated success in devising innovative marketing campaigns and managing clients effectively. My expertise spans Sales Force, Google Ad manager, Ad trafficking, which I utilize to craft impactful presentations and deliver result-driven marketing strategies for maximum business growth.



Work History

Media Analyst – Ad Operations, Iopex Technologies | Aug/2022 – Present

IOPEX Technologies

Media plan & Ad trafficker - Campaign Management.

- Media planning - Working on campaign booking through Sales force development tool.
- Trafficking the various display ad campaigns through DSP publisher tool (Quantcast).
- Hands on experience with DCM and Google Ad Manager (DFP), Quantcast internal ad server, Sizmek & Flashtalking.
- Managing the different kind of campaigns for various device platforms such as Desktop, Mobile, Tablet
- Ad types - Handling Image, Video and Native type of creatives.
- Managed scheduling pacing part for better performance of campaign.
- Monitoring low firing conversion events and reporting them to respective AM's.
- Familiar with most pricing models such as CTR, CPA, ROAS, CPC, Viewability, Video Completion rate
- Maintaining SLA's and taking records of team to update values before SLA.



Highlights

- Successfully completed a 6-month internship in digital marketing, specializing in social media management, content creation, and SEO strategies.
- Media planning and process as provided Error-free performance.
- Analyzing and directing day-to-day tasks to colleagues and managing the ticket queue



Technical Skills

- Media planning
- Campaign Creation
- Ad operations
- Ad Trafficking



Toolbox

- Quantcast - Creative App tool
- Salesforce
- Zen Desk & Jira
- Google Campaign Manager (DCM)
- Google Ad Manager (DFP)



Education

- **B. Com** |70%| Anna Adharsh Women collage Chennai - 2017
- **Higher Secondary Education** |85%| LBR matriculation School, Chennai - 2014
- **Secondary Education** |68%| Adhiparasakthi High school - 2010
- **MBA (HR)** | Pursuing | Madras University (2022)



Personal Profile

Father's Name : Saravanan. A.V
D.O. B : 09/08/1996
Gender : Female
Marital Status : Single
Languages : Tamil, English



STRENGTHS & SKILLS

- Good rapport with fellow mates, great team spirit
- Good at self-learning and experimentation on new technologies
- Ability to work individually, as well as part of teams very collaboratively to accomplish goals.

I hereby declare that all the details furnished above are true and correct to the best of my knowledge.

YOURS FAITHFULLY,

(Vaishali.S.M)