

CHARDA STALLINGS

Washington DC | 610-241-2177 | charda.stallings@gmail.com
| github.com/C-Stallings |

EXPERIENCE:

Associate Software Developer | GovExec: Washington DC
07/2021-Present

- Built a new front-end display module using (HTML/CSS/Django) to optimize user engagement for featured ebook products
- Administer manual QA testing techniques for 5+ new site builds for the company portfolio
- Compile and construct user-facing and developer-facing documentation

Advertising Operations Manager | Government Executive Media Group: Washington DC
07/2019-07/2021

- Revenue and AdOps Campaigns - assisted in the execution of meeting corporate revenue goals via monthly campaign reportings
- AdOps Team Leadership - advised and guided 2+ junior-level team members and their campaigns; assisted in the hiring and training of new personnel
- Program Management - acted as lead PM for 10 (avg.) clients display programs; managed client communications between ad agencies and/or directly with clients across internal/external departments

Advertising Operations Specialist | Government Executive Media Group: Washington DC
09/2017-07/2019

- Utilized Ad Manager/DoubleClick for Publishers & Campaign Manager/DCM software platforms - to properly serve 3rd-Party ad tags, static and animated banners across our four sites as well as troubleshooting for desktop, mobile, and APP platforms
- Quality Assurance - constantly checked the sites for any display issues and efficiently finding a solution to rectify any discovered issues
- Maintained a High Attention to Detail - ensuring programs run as planned and going above and beyond to make programs a success

Advertising Operations Associate | The Chronicle of Higher Education: Washington DC
01/2014-08/2017

- Partnered with the sales team to assist in completing Request for Proposals/RFPs and Insertion Orders/IOs
- Trafficked the delivery of online and print advertising materials
- Collaborated in the processing of billing and invoicing of print and digital campaigns

SKILLS:

Languages: HTML, CSS, Javascript, Django/Python

Database: Sequel Ace/MySQL

Technologies: Git, GitHub, and Sourcetree

Brand Safety & Viewability Software: DoubleVerify and MOAT

CERTIFICATIONS:

- General Assembly DC: Front-End Web Development
- Google: AdWords Search
- HubSpot: Content Marketing & Inbound Marketing

EDUCATION:

Howard University | Washington DC | B.A. in Journalism, concentration in Advertising