



JULIA VOLKOVA

Senior Media Buyer at Glispa

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WORK EXPERIENCE

SENIOR MEDIA BUYER

GLISPA GMBH

2018 - 07 - PRESENT

Pushing the performance of playable ads campaigns to the limits. Playable creative optimization.

PROGRAMMATIC MEDIA MANAGER

APPLIFT GMBH

2017-02 - 2018-06

Implementation of new processes for PMP supply usage on programmatic, migration to DataLift 360 AppLift's unified platform, exploration of rewarded video inventory, organization of company-wide programmatic workshops, self serve client on-boarding process fine-tuning

ASSOCIATE PROGRAMMATIC MEDIA MANAGER

APPLIFT GMBH

2016-01 - 2017-01

Mobile RTB campaign management (user acquisition, retargeting), client insight's generation

TRAINEE DIGITAL MEDIA ANALYST

SPREE7 GMBH, A MEDIAMATH COMPANY

2015-04 - 2015-10

RTB campaign management (branding + performance campaigns): T1 by MediaMath, Doubleclick BidManager by Google

INTERN DIGITAL MEDIA ANALYST

SPREE7 GMBH, A MEDIAMATH COMPANY

2014-08 - 2015-03

RTB campaign set up tasks



EDUCATION

MA IN INTERNATIONAL MARKETING MANAGEMENT

BERLIN SCHOOL OF ECONOMICS AND LAW

2013-10 - 2015-10

International Marketing Management. GPA: 1.5. Topic of Master thesis: "Programmatic advertising as a tool of brand management in real time - targets, concepts, success factors".

MA IN MARKETING

KYIV UNIVERSITY OF TRADE AND ECONOMICS

2012-09 - 2013-06

Master of Arts, Marketing and Advertising. GPA: 1.0.

BA IN MARKETING

KYIV UNIVERSITY OF TRADE AND ECONOMICS

2008-09 - 2012-06

Bachelor of Arts, Marketing and Advertising. GPA: 1.0.



SKILLS

LEADERSHIP



PRESENTATION



NEGOTIATION



PERFORMANCE CAMPAIGNS' MANAGEMENT



ANALYTICAL SKILLS



TEAM WORK

