

Abhishek Clinton

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Professional Summary

Programmatic advertising specialist experienced in campaign strategy, DSP operations, and client-facing consulting. Skilled in managing full-funnel campaigns on Amazon DSP, DV360, and Meta Ads, providing optimization recommendations, onboarding support, and product adoption strategies. Adept at analyzing campaign data, identifying performance drivers, and collaborating with sales, product, and engineering to enhance customer outcomes. Strong communicator recognized for training traders, simplifying complex DSP features, and building client trust through actionable insights.

Education

Yeshiva University, Katz School of Science and Health, New York, NY

Master of Science in Digital Marketing and Media May 2025

Avinash Degree College, Osmania University, India

Bachelor of Business Administration (Marketing) May 2022

Experience

Digital Marketing Specialist – Programmatic Advertising

Last Dress (Women's Fashion Brand), New Jersey, USA

Jan 2025 – Present

- Managed Amazon DSP and social programmatic campaigns, driving a 22% increase in ROAS and 30% MoM traffic growth through strategic optimizations.
- Partnered with stakeholders to onboard and train teams on DSP campaign setup, creative best practices, and performance reporting.
- Conducted campaign deep dives to identify underperforming segments; implemented optimization recommendations that lifted CTR by 18%.
- Acted as liaison between internal creative, analytics, and product teams, ensuring campaign execution aligned with customer goals.

Campaign Strategy Intern – Programmatic Solutions

Opium Analytics Pvt. Ltd, India

Nov 2022 – Nov 2023

- Optimized programmatic campaigns on Amazon DSP and Google DV360 for B2B clients, improving conversion performance by 25%.
- Designed reporting dashboards (GA4, Looker Studio) to visualize reach, frequency, attribution paths, and ROI for enterprise clients.
- Supported cross-functional collaboration with product managers and engineering to troubleshoot campaign issues and resolve ad-serving discrepancies.
- Conducted client training sessions on DSP features, industry benchmarks, and omni-channel measurement strategies.

Marketing Analyst – Ad Operations & Client Support

Emend HCM Pvt. Ltd, India

May 2022 – Oct 2022

- Coordinated QA and trafficking of programmatic display/video assets across CM360 and Flashtalking.
- Provided technical support and campaign health diagnostics for search and social campaigns, reducing client-reported issues by 20%.
- Built internal playbooks documenting campaign setup, defect resolution workflows, and client communication SOPs.

Projects & Strategy Initiatives

- **Amazon DSP Optimization Playbook:** Created test-and-learn framework for campaign optimizations; improved CTR by 15% across pilot clients.

- **Trader Training Decks:** Developed client education materials to onboard programmatic traders on bidding strategies and attribution best practices.
- **Performance Insights Dashboard:** Built GA4/Excel dashboard for analyzing spend efficiency, pacing, and impression delivery across DSP campaigns.

Skills

Programmatic Platforms: Amazon DSP, DV360, Google Ads, Meta Ads, CTV, Paid Search

Ad Ops Tools: CM360, Flashtalking, Innovid, Prisma

Analytics: GA4, Looker Studio, Tableau, Excel (Pivot Tables, Macros)

Expertise: Programmatic Optimization, RTB Concepts, Attribution, Omni-Channel Marketing

Collaboration: Client Training, Stakeholder Management, Troubleshooting & QA

References

Erik Wennerod – Marketing Analytics Professor, Yeshiva University

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Kalyani Bachala – COO, Opium Analytics Pvt. Ltd

✉ kalyani@opiumanalytics.com