**Alexander Phinn**

370 Ocean Parkway, Brooklyn, NY, 11218 (201) 912-2881 atphinn@gmail.com www.atphinn.com

**Education**

PRATT INSTITUTE – SCHOOL OF ART AND DESIGN

**B.F.A - Graphic Design – June 2011**

**Skills Summary**

* Educated in design and general fine arts.
* HTML 5, CSS, Action Script, JavaScript, React Native, Ruby on Rails
* Able to communicate exceedingly well with clients and meet deadlines.
* Proficient in a variety of computer design applications, including Photoshop, Illustrator, InDesign
* Keynote, MS Work, Excel, and PowerPoint
* Experience with Web Trafficking and Advertising

**Professional Experience**

**Mediacom,** “**Technical Account manager”** NEW YORK, NY (**May 2016 - Current)**

* The Technical point of contact with Dell, internal Business teams
* Identifies any technical issues and follow through with resolution
* Assist with markets in deploying Dell ad Stack
* Makes sure VPMP platform is functioning properly

**Placecast,** “**Campaign manager”** NEW YORK, NY (**July 2015 - March 2016)**

* Utilize Placecast Ad Server to Run Mobile campaigns
* Optimization of Campagin and Ensure proper delivery
* Modify HTML creative code and third party redirects
* Troubleshooting creative issues with clients adn QA team

**Moat,** “**Integrations manager”** NEW YORK, NY (**Feburary 2015 - June 2015)**

* Develop strong cross-functional relationships between Moat and customers
* Scale partnerships from a technical standpoint
* Integrate clients with the Moat technology for tracking viewability
* Tier 1 QA and troubleshooting on implementation issues with clients

**Stack,** “**Digital Ad ops manager”** NEW YORK, NY (**September 2013 – January 2015)**

* Upload, test and schedule creative using Xaxis XFP and DFP across STACK Media sites to ensure timely start and full delivery of all ad campaigns
* Optimize and analyze campaign performance and use best practices to optimize accordingly
* Troubleshoot ad creative issues that affect tracking, pacing, implementation, and/or reporting
* Support Marketing and Ad Operations with regular digital campaign reporting and wrap-up reports
* Create media plans for all Eastbay sold campaigns

**Yume,** “**Technical Support Engineer”** NEW YORK, NY (**November 2012 – July 2013)**

* Handle pre-launch and post-launch technical support.
* Work closely with Business Development and Engineering teams to align expectations and drive YuMe’s Platform integrations
* Develop strong cross-functional relationships to further advocate best interests of YuMe and customers
* Scale partnerships from a technical standpoint

**XAXIS,** “**Campaign manager”** NEW YORK, NY (**August 2011 – November 2012 )**

* Utilize the proprietary Zeus Advertising Platform (ZAP) to support media campaigns of sister company Xaxis
* Provide custom implementation and support for the ZAP Lightning Bolt tag, a JS script that allows floodlighting of data directly on client websites
* Check Campaign Creative of Ticket Master and to ensure that they are properly set up in DFA
* Review client media orders for accuracy
* Preparing campaign analysis, including performance summary and optimization recommendations
* Manage media agency and direct advertisers expectations with regards to media campaign goals.
* Modify HTML creative code and third party redirects
* Work with GroupM agencies and account teams to ensure all campaigns are tracked for analytics and reporting purposes
* Coordinate flow of data segments between data service providers and ad servers.
* Perform QA and enable tracking on creative distributed to contracted ad networks and publishers
* Provide support to ad networks and publishers to ensure that they have all the media and data they need to run a successful campaign