

Dinh Hoang Khanh Linh

ADS OPERATION



PERSONAL PROFILE

To obtain a challenging position in Advertising Operations where I can utilize my skills in ad trafficking, campaign optimization, and project management to effectively deliver advertising campaigns. I am seeking a dynamic work environment where I can work collaboratively with other departments, thrive in a fast-paced environment, and contribute to the success of the company. My goal is to work for a reputable organization where I can grow professionally while making a significant impact on the organization's advertising goals.

WORKING EXPERIENCES

Ads Operation - Adtima

01/2022 - Now

- Check inventory and provided for sale team on ad campaign.
- Conduct pre-campaign activities such as tracking. (iAS/MOAT/DCM/Sizemek/Adform) implementation and fixing errors.
- Set up and manage campaigns for various metrics such as CPM/CPC/CPD/CPF, ensuring they meet KPI goals (Impression, Clicks, Followers).
- Optimize campaign performance metrics such as CTR, VTR and Frequency.
- Provide proactive solutions to sales team to meet campaign objectives.
- Support sales team in ad campaign delivery and post-campaign activities such as discrepancy management, reporting and invoice reconciliation.
- Monitor campaign performance in real-time to ensure they are live on time.
- Conduct backup campaigns and made adjustments to campaign details.
- Report weekly to team lead on work progress and provided support on other tasks as needed.

Phone number

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Date of birth

20/01/1998

Address

Nha Be District, Ho Chi Minh City

Education

BANKING UNIVERSITY (BUH)

MAJOR: Business Administration

FPT APTECH

MAJOR: Advanced Diploma in Software Engineering

Other course and Certifications


English: IELTS 5.5

Microsoft Office: MOS

1st prize in Scientific Research at Banking University, 3rd prize at the Olympic

Econometrics and Application Contest

Coursera Certificate



Professional Skills

- Facebook Ads/ Zalo Ads/ Google Ads
- UX/ UI Design
- Analysis.
- HTML, CSS

Soft Skills

- Flexibility and adaptability.
- High responsibility, careful & detailed.
- Fast learning
- Multi tasks, ability to work under pressure.
- Entrepreneurship and teamwork.

REFERENCES

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Position: Brand Manager

