

DAVID HENNEDY

Manager, Data Operations at Tremor Video

📞 (848) 218-2710

@ davehennedy@gmail.com

🔗 <http://www.linkedin.com/in/david.hennedy>

📍 1500 1st Ave, New York, NY

EXPERIENCE

Manager, Data Operations

Tremor Video

📅 2020 - Ongoing 📍 New York, NY

Creative Video Advertising

- Oversight for all data provider, research, and DMP relationships.
- Data targeting and attribution strategy and execution.
- Partner vetting and integration project management.
- API and s3 integration implementation and troubleshooting.

Technical Account Manager, Data Partnerships

Tremor Video

📅 2018 - 2020 📍 New York, NY

Creative Video Advertising

- Managed all DMP, research, and data provider relationships and billing.
- Product Marketing updates and rollout to sales teams.
- Troubleshooted data ingestion issues and integrations.
- Data strategy, targeting/measurement recommendations.

Campaign Manager

Verve

📅 2015 - 2017 📍 New York, NY

Location-based Advertising

- Launched, maintained, and optimized digital media campaigns.
- Generated user-based location segmentation.
- Applied behavioral, location, and other user targeting.
- Performance calls with various clients.

Ad Operations Coordinator

Yieldmo

📅 2015 - 2015 📍 New York, NY

Native Mobile Advertising

- Lead trafficker & liaison between account management and developers.
- HTML/CSS creative modification and troubleshooting.
- Creative editing via Adobe Suite & client-approved copywriting.
- Third-party reporting and analysis.

Community Manager

Quirky

📅 2013 - 2015 📍 New York, NY

Community-Fueled Invention Platform

- Managed macro-community of users via phone, e-mail, forums, and other mediums.
- Nurtured relationships with 600+ product inventors & guidance through development phases.
- Content creation for various retail products and company resources.

EDUCATION

Rutgers University

B.S. Psychology

📅 2008 - 2012 📍 New Brunswick, NJ

Codecademy

HTML + CSS + SQL

📅 2015 - 2016 📍 Online

SKILLS

HTML

CSS

DFP

SQL

Excel

Salesforce

JIRA

Photoshop

Premiere

Charles

Chrome Devtools

Ghostery

Netsuite

VAST

VPAID

JS

Access

Google Analytics

PASSIONS



Soccer



Music



Cycling