

# David Wallace

(314) 402-0024 · [dwallacemarketing@gmail.com](mailto:dwallacemarketing@gmail.com) · [linkedin.com/in/dwallacemarketing](https://www.linkedin.com/in/dwallacemarketing)

Relocating to Chicago - July 2020

## Senior Campaign Operations Specialist | True Media

May 2019 – Present

- Lead implementation of technical projects
- Train incoming team members on trafficking processes
- Develop implementation plans to match business objectives
- Implemented healthcare mobile app install campaign generating 1,000 downloads

## Campaign Operations Specialist | True Media

February 2017 – May 2019

- Support across all tactics: campaign execution, budget pacing, reporting, optimizations, QA, and communication to teammates and stakeholders (client and external)
- Ensure that information available in dataLayer is accurate and sent to the correct systems with key-value parameters
- Generated \$1 million of measurable ticket sales for event-specific digital campaign

## Publisher Operations Manager | RhythmOne dba AdKarma

June 2016 – January 2017

- Promoted from an assistant role in August 2016
- Generated optimized ad tags from DSP's to distribute to programmatic publisher partners (SSP's) to increase publisher revenues by an average of 60%
- Created excel based reporting with regular cadence for various market segments

## Skills, Certifications, and Competencies

Google Analytics; Google Tag Manager; Google Campaign Manager (DFA/DCM); Google Data Studio; Chrome Development Tools; Regex; HTML; SQL; Regex; CSS;;

## Volunteer Work | Big Brothers Big Sisters

## Education

University of Missouri | B.A. Mass Communication

Multicultural Studies Certificate