


# FRANCIS CARINO

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## EXPERIENCE



### Ad Operations Specialist | TikTok

Mar 2021 – Present, San Francisco, CA

- Executed and managed 80+ Ad Campaigns for high-profile accounts which generated \$15MM+ in revenue and included all ad products from TikTok's product suite
- Revamped the Ad Ops campaign performance dashboard which improved efficiency with an automated platform to manage campaigns and track performance
  - Collaborated with the Data Science team to integrate a data feed
- Served as the SME for multiple ad products (TopView, One Day Max, Spark Ads), led trainings and workshops for new hires, and maintained documentation with the latest product updates
- Selected to be a member of the QA team to review colleagues' campaign execution for accuracy
- Presented weekly Ad Ops process and product updates to the overall sales team
- Led the Global Execution project by creating SOP documents that include workflow charts and steps to execute global campaigns by market, now used by all of the Ad Ops North America team

### Technical Client Services Manager | Integral Ad Science

Jun 2018 – May 2020, San Francisco, CA

- Troubleshoot and deep dive into any implementation issues and resolve discrepancies - Familiar with Chrome Developer Tools and HTML tags
- Analyzed media quality data and partner performance (brand safety, viewability, ad fraud) and provide scalable recommendations to help optimize and verify ad spend
- Spearheaded tagging and campaign implementation including display, video (VAST/VPAID), mobile, and OTT/CTV, supporting major agencies and advertisers with the full implementation life cycle
- Guided publishers and programmatic partners to enable measurement integrations with Facebook, Instagram, YouTube, Twitter, Snapchat, and Spotify
- Selected as the team's Video SME to maintain and update the department wiki
- Developed and introduced a new troubleshooting tool for the Technical Client Services team using VBA
- Collaborated cross-functionally with Product and Engineering by recommending process improvements as well as new product features

### Ad Operations Specialist | Valassis Digital

Dec 2015 – Jun 2018, San Francisco, CA

- QA and troubleshoot advertising creative assets and third-party ad serving tags (DCM, Sizmek, Flashtalking, Innovid, etc.), to ensure they meet site specs and requirements
- Execute and launch Mobile, Desktop, and Video campaigns across various DSPs (Google Ad Manager/DFP, Turn/Amobee, Dstillery, The Trade Desk, Verve) in a timely and accurate manner
- Developed documentation and training of constantly evolving internal procedures
- Coordinate with the Account Management and Media Delivery teams to ensure all campaigns are executed according to client direction and KPI goals
- Generate weekly reports and troubleshoot third party reporting discrepancies or campaign/creative issues.
- Reconcile impression delivery and work with the Finance team to resolve billing discrepancies and ensure timely payment of invoices
- Awarded the Core Values Award in recognition of exemplary Client Focus



## EDUCATION

University of California, Davis | Bachelor of Arts, Economics

2007 - 2011