Job posting

[Programmatic Account Strategist (French)](#)

Qualifications

Minimum qualifications:

- Bachelor's degree or equivalent practical experience.
- Experience in ad networks, exchanges, and the programmatic landscape.
- Ability to speak and write English and French fluently and idiomatically.

Preferred qualifications:

- Experience with the display ecosystem of ad networks, DSPs, first and third-party audience targeting and technology, online measurement, ad operations, and Google display ad buying delivery and measurement platforms.
- Knowledge of Google Ads and Google Marketing Platform solutions for display and video.
- Ability to demonstrate measurable impact of campaign strategy and to deliver customer-focused results in a fast-paced environment.
- Ability to quickly complete large volumes of high-quality work.
- Ability to successfully navigate and influence within a complex business environment. Ability to handle multiple, simultaneous projects under deadline pressure.

About the job

gTech's Professional Services team takes a creative, collaborative, and customer-centric approach to provide foundational services and forward-looking business solutions to top advertiser and publisher customers. Through technical implementation, optimization, and key solutions, gTech Professional Services helps customers attain their business goals while building long-term capabilities.

In this role, you'll work with Sales, Product, and Engineering teams within Google to develop better tools and services to improve our products based on the evolving needs of our users.

As a Programmatic Account Strategist, you'll focus on driving media activation and campaign management across agencies and partners. You'll build infrastructure and capabilities for an agency and drive media strategy with trading desk leads. You'll act as the connection between the Campaign Management team and customers for current campaign performance, future display strategy, and display scenarios. You'll proactively navigate multiple stakeholders, bridge organizational and structural gaps, and mobilize internal resources to deliver a seamless Display and Video 360 (DV360) experience for agencies and partners.

Google creates products and services that make the world a better place, and gTech's role is to help bring them to life. Our teams of solution-oriented trusted advisors support millions of customers globally. Our solutions are rooted in our technical skill, product expertise, and a thorough understanding of our customers' complex needs. Whether the answer is a bespoke solution to solve a unique problem, or a new tool that can scale across Google, everything we do aims to ensure our customers benefit from the full potential of Google products.

To learn more about gTech, check out our video.

Responsibilities

- Operationalize Display and Video 360 (DV360) campaign management, including frameworks to ensure quality campaign set-up and drive optimal pacing and performance outcomes across agencies and partners.
- Drive better performance and pacing on DV360 by helping partners enhance their optimization practices in key areas.
- Be responsible for partner-level audits and needs assessments. Analyze campaign management strengths/weaknesses and areas of opportunity to grow partner proficiency in DV360.
- Leverage resources to create automated dashboards across partners.
- Conduct ongoing media performance strategy management. Work with trading leads to illuminate partner-level insights around how optimization could be improved via feature adoption.

General prep (HR screening)

- What are the key responsibilities for this role?
  - Ensure campaigns perform well
  - Set frameworks to ensure they do so (campaign setup, monitoring…)
  - Deliver sophistication in media activation
  - Upskill partners, Introducing new/ advanced product approaches to improve performance.
  - Scale impact across the whole Agency
  - Pinpoint agencies' strengths and weaknesses to spot opportunities for growth/ improvement
  - Be frontline expert & POC, leveraging internal resources to provide best experience for partners.
  - Sync with traders to assess their strengths/ weaknesses & provide feedback
  - Partner-level analysis & work with Partner leads to extract learnings and performance improvements
  - Manage multiple stakeholders to deliver results, focused on the client.
- What are the key skills for this role?
- Why do I want this role?
- Why am I a good (the best) fit for this role?
  - Strong points
  - Weak points
- What questions do I have about this role?
  - What are the tasks and skills most important for this role
  - What is most valued by team members & managers
  - What are the tasks most difficult for this role
  - What are PAS team-members struggling with?
  - What are most important aspects I should show & prepare for during interview process
  - What would you do and how would you spread your time preparing for interviews
  - Any change of direction in the team/ responsibilities
- Examples showing I possess the required skills

1. Tell me about yourself
   - France, degree in Marketing & Management,
   - internship -> Digital marketing,
   - Accenture/ DV360, role = support French Agencies, work with Sales & PAS,
   - developed as strong reputation within Google for reliability & product knowledge -> temp position L2 team (~2 years),
   - role = answer complexe questions from L1, more project work: analysis, improving support processes (tools: PSE, Overspend dash),

- now looking to keep/ apply product expertise but expanding to client-facing & help/ projects mid/long-term -> PAS role appealing.
2. What do you know about the role and why did you apply?
    - About the role
        - Programmatic Specialist/ PAS -> Assigned a portfolio of DV360 clients on French market & work with them to:
        - Make sure their campaigns perform & pace correctly so that client meets their target & protecting/ growing revenue for Google
        - Understand the client's programmatic environment, structure, analyze their use of the product & identify opportunities for improvement, upskilling, introduce new features, better practices, more complex setups…
        - Leverage internal resources to provide smooth experience for clients, & help build tools to scale & personalize campaign insights
    - Why I applied
        - Overlapping skills & tasks (DV360 product knowledge, analysis, find improvements, build tools) which I would like to keep
        - New dimension with client-facing, client-specific work, ability to build relationships, work on long-term projects, see impact
3. How is the current job going (with covid-19)?
    - Pretty well overall - cannot complain, ability to work remotely. First few weeks I did miss the office but got used to it. Work perspective not too much changed, did create new challenges with drop revenue. Support Sales - managers asked to use data to show covid-19 impact on CPMs -> built dashboard show cpm / date country, vertical, creative type (shared across EMEA DV360 Media teams - 58 users, 8 in last week)
4. Hobbies - can you elaborate?
    - Sports main hobby - Basketball (4 years in France in club & weekly here since I moved to Ireland with Google team), discovered climbing in ireland, chess (university) finished 4th regional competition in Brittany.
    - Like traveling, less recently, last trip to Japan.
5. Do you have any questions?
    - What skill is most in demand in PAS teams, what team-members or managers really value as rare/ sought-after?
    - How is performance evaluated?
6. Some key examples:
    - Personalized-Support extension
        - Negative: presenting to Director
    - CPM dash for sales
    - BLS budget calculator
    - Overspend dash
        - Negative: failed to meet commitment to built by end of quarter.

- ● Better assess work required and not take too many concurrent projects
- ● Set weekly meetings

Senior team-member interview (RRK focused)

Questions to ask Marc-Antoine (French PAS):
- ● How do you spend your time (%)?
- ● How is the FR market different? What are the main challenges there?
- ● Any agency-specific/ opti/ campaign setup knowledge I should focus on? Any resources?
- ● Main skill to be successful at the job?
- ● Main skill(s) the interviewers look for?

From Pavels

- ● Deep understanding of Marketing Funnel.
- ● What tactics could you recommend for the remarketing?
- ● What tactic would you recommend for a campaign aimed primarily at upper funnel engagements?
- ● What are Big 6 Agencies and how they are operating?
- ● Draw the life of an impression.
- ● A client has been running a campaign through DV360 for 6 month. They reach out to you and mention that their conversions have dropped 50% in the last 3 months compared to the previous 3 month. What would be your next steps?
- ● What types of tactics would you recommend for a branding campaign?
- ● What is a Trade desk (not "The Trade Desk" agency).
- ● Learn about Programmatic green/blue belts: Search " Programmatic green/blue belts" in https://google.exceedlms.com/student/catalog

From Brice (qDroid)

- ● [GCA] Where do you see display advertising fitting into the overall digital marketing ecosystem in the next [X] years? (Follow-ups: What type of data would you target to support your prediction? How can Google prepare for any upcoming changes?)

- [GCA] Tell me about a time that you were responsible for rolling out a new process/system/tool. How did you go about developing the new solution and then rolling it out? (Follow-ups: How did you become aware of the need for a new process/system/tool in your organization? What challenges did you encounter? How did you overcome these? What factors did you weigh in ultimately picking your final solution? What was the ultimate outcome? What's one thing you would do differently if you could do it all over again, and why?)
- [GCA] Name three products that Google should continue to invest in during the upcoming year. Why? (Follow-ups: What factors did you take into consideration? What information did you rely on when making this decision? Why are these investments crucial for Google? How might Google further develop these products? How would this affect Google and Google's users?)
- [GCA] Tell me about a time when you had to create a proposal with a tight timeline. How did you prioritize your efforts? (Follow-ups: How did you become aware of the problem? What information did you gather to help develop your strategy? What steps did you take to identify solutions? What was the final result? What did you learn?)
- [GCA] You're monitoring performance of a remarketing (or any other more relevant kind of) campaign and you notice a steady decline in performance over the past week. How would you go about determining what's going wrong? (Follow-ups: What factors would be most important to consider? Considering these factors, how might you improve performance? How would you know if your actions would be effective?)
- [Leadership] Often, we have to work with or for people whose work styles differ dramatically from our own. Can you tell me about a time when you needed to adapt to a colleague's work style to finish a project? (Follow-ups: Were you able to learn anything valuable from their person's work style? How can you apply what you learned moving forward?)
- [Leadership Tell me about your most unique and rewarding project that you have accomplished to date. (Follow-ups: What steps did you take to accomplish this project? In what ways was this project unique, and what challenges did that create? What about the project was rewarding? What about that has stayed with you after the project's completion?)
- [Leadership]Tell me about your most ambitious professional goal you've set for yourself this year. (Follow-ups: How do you plan on achieving this goal? How will you track your progress?)
- [Leadership] Tell me about a high pressure situation at work where you had to provide clear, calm direction. What happened and how did you lead your colleagues through this? (Follow-ups: How did you alleviate any anxiety from the pressure and get the team working all on the same page? What was your strategy for maintaining teamwork and morale while at the same time effectively executing the necessary steps to push forward on the project?)
- [Leadership] If I were to ask your manager how you could better round out your skill-set for the needs of your current role, what might they say? (Follow-ups: How would you address your manager's suggestions? Which suggestions do you think you could address right away? Do you think there are any areas where your manager might have the wrong impression of your abilities? What would you do in response to those impressions? Are there others on your team who have a skill set that compliments yours to supplement this area?)
- [Googleyness] Tell me about the most unstructured environment you've ever worked in. (Follow-ups: What about the environment was so unstructured? How did this affect you and/or your work? What, if anything, could have been improved about the environment?)
- [Googleyness] Imagine two of your teammates have differing opinions on a project but decisions need to be made immediately. How would you help decide on an approach for the

project? (Follow-ups: What details would you want to know about the project? What steps would you take to ensure this team/individuals stay motivated and produce results?)
- [Googleyness] Tell me a time you had to adapt your style and approach to different individuals and/or teams. (Follow-ups: When did you first become aware that you would have to adapt your style and approach? What steps did you take to identify the changes you wanted to make? What were the different styles and approaches you tried? If faced with the same issue in the future, what would you do differently?)
- [Googleyness] Imagine that you notice that there is an unhealthy competition within your team. How might you address this issue? (Follow-ups: What steps would you take to understand the root of the issue? Would you handle it differently if it was between two people vs several? What steps could you put in place to try to mitigate this in the future?)

Scenarios - In depth

- ## PSE

Task:
- Team-work
- Cross-functional
- Time-pressure
- Analytical skills

Challenges:
- Learn Javascript
- Policy
- Tight deadline
- Different work styles
- Change of requirements
- Other competing projects

Success points:
- Learnt javascript, table workflows
- Presented to Director
- Wrote PRD & TL for Oriane launch

Failures:
- Did not consult Policy from the start
- Did not involve co-worker enough
- Too optimistic for advancing on other projects simultaneously

Learnings:
- Identify pain points early and involve specialists in the area (policy)
- Be realistic with expectations and re-define targets on parallel projects

- Understand what motivates co-workers and involve them in these areas when possible

Questions

- [GCA] Tell me about a time that you were responsible for rolling out a new process/system/tool. How did you go about developing the new solution and then rolling it out? (Follow-ups: How did you become aware of the need for a new process/system/tool in your organization? What challenges did you encounter? How did you overcome these? What factors did you weigh in ultimately picking your final solution? What was the ultimate outcome? What's one thing you would do differently if you could do it all over again, and why?)
    - Situation:
        - Director gave personalized support focus for next quarter
        - Idea to get spend for individual customers
    - Tasks
        - Present idea (Manager + team)
        - Involve team & clarify features (L1 + L2)
        - Build tool
        - Launch tool + process + reporting

[GCA] Where do you see display advertising fitting into the overall digital marketing ecosystem in the next [X] years? (Follow-ups: What type of data would you target to support your prediction? How can Google prepare for any upcoming changes?)

- Strengthened position due to:
    - AI -> Better ability to find best audience for Ad (better performance)
    - Increasing digital presence (need for brands to connect digitally)
- More personalization due to:
    - Technical advancement, easier to build complex, personalized creatives
- Privacy concerns leaving to centralization of power to top corporations & publishers
    - 1P data more important
    - Difficult to adhere to privacy restrictions -> consolidated tech
- Data to support prediction:
    - Automation usage & performance over time
    - % of pop on digital devices
    - Spend on Dynamic creatives
    - Spend on 1P audiences
    - Advertising revenue Market share by publishers
- Google to prepare for upcoming changes:
    - Invest in AI (quantum computing…)
    - Consolidate & simplify Creative building & personalization process
    - Lead 3P cookie replacement solutions

[GCA] Name three products that Google should continue to invest in during the upcoming year. Why? (Follow-ups: What factors did you take into consideration? What information did you rely on when making

this decision? Why are these investments crucial for Google? How might Google further develop these products? How would this affect Google and Google's users?)

- Google Meet
    - WFH trend
- DV360
    - Core revenue generator
    - Important to keep up with changes (3P cookie)
- Youtube
    - Media consumption on the rise
- Factors considered
    - Current revenue
    - Future revenue
    - Evolution of the market
    -

[GCA] Tell me about a time when you had to create a proposal with a tight timeline. How did you prioritize your efforts? (Follow-ups: How did you become aware of the problem? What information did you gather to help develop your strategy? What steps did you take to identify solutions? What was the final result? What did you learn?)

- PSE director asked to implement in 4 weeks
- Key components tech implementation, process, features
- Focused on tech implementation & documentation & policy

[GCA] You're monitoring performance of a remarketing (or any other more relevant kind of) campaign and you notice a steady decline in performance over the past week. How would you go about determining what's going wrong? (Follow-ups: What factors would be most important to consider? Considering these factors, how might you improve performance? How would you know if your actions would be effective?)

- User changes (visible in UI)
- General trend
- Changes outside the platform
- Tech issue

Questions to ask Francesca:

- What is the aspect of the job you find most challenging and most rewarding?
- What is a skill you find most valuable in your team-members?

Actual questions

Kévin Feuilloley (RRK)

- What are 2 advantages and 2 disadvantages for a DV360 client to go direct/ in-house vs through an agency?
  - Cost, experience, flexibility
- You meet an old school prospect, how do you sell the advantages of programmatic vs old-school direct placements
  - Right audience, right price, more options to target (after hint: automation)
- What are DV360's advantages vs other DSPs
  - Youtube, data (after half-hint: automation)
- How would you prove the value of DV360 to a client
  - Theoretical advantages, but ideally through a head-to-head (avoiding bias)

Francesca Koense (RRK)

- What are your key strengths, in 2 minutes?
  - Product knowledge, thorough, curious, technical skill (non-eng)
- You have a campaign that's not performing, what do you do?
  - Not hitting KPIs -> analyze changes, goals, creatives…
  - Not spending enough -> rejection reasons, IAR
- Tell me about the customer journey
  - Awareness, Consideration, Purchase
  - KPI, audience targeting, frequency capping...
- How would you explain digital marketing to your grandma
  - Computer = TV, life of an impression.

Isabelle Brier (GCA)

- Tell me about yourself
- Pick a product that isn't performing well on the French market. Let's say you're a product manager, how would you go about improving performance?
  - Google home
- What area should Google focus on in the next year? Why? How?
  - AI. Crucial for sell side & buy side. Collect more/ different types of data, invest more in recruiting

- Tell me about a time where you were very surprised? What happened? How did you manage?
  - Aidan asked for me to do a data analysis
- Tell me about a project (involving several team, I think)? What would you have done differently?
  - PSE

Jane Cullen (Leadership)

- Tell me about a time when you set an ambitious goal but failed? (Follow up: what would you have done differently…)
  - PSE
- Tell me about a time when you had to give feedback to a colleague.
  - Dima working on PSE
- Google is a very dynamic/ changing environment, how do you make sure you perform well in this environment?
  - Be informed and communicate (sollicite feedback…), set goals & track progress
- How do you deal with competing priorities, how do you prioritize and how does this affect your enjoyment of work?
  - Understand goals, see with managers, set specific schedule

Dajana Achelpohl (Googleyness)

- If you were to assemble a team, what type of people would you take? (Follow up: how about someone very good at what he does but is an introvert…)
  - Ownership, curiosity, communication/ wittiness
- Tell me about a time where you took a risk, what happened, what were the consequences? (Follow up: Did your manager approve of taking this risk…)
  - 1000Merci discrepancies
- Tell me about a time where you were responsible for a project and had to work in a team? How did you become responsible, what was the outcome?
  - PSE
- Tell me about a time where you suggested an idea which ended up not being validated/ carried out?
  - CPM dash