

# Ilana Shaffer

4940 Meredith Way Apt. 304,  
Boulder, CO 80303  
Email: ilanashaffer89@gmail.com  
Cell phone: 310-570-7981

## Education

**Northeastern University** - Class of 2012  
College of Arts and Sciences: Bachelor's Degree in Communications  
Honors: Dean's List

## Experience

### **Sovrn**

Sr. Ad Operations Specialist

Boulder, CO  
6/2019 - Present

- Manage advertising operations merchant support tickets
- Update and maintain merchant records, information, and functionality
- Utilize SQL database to query necessary data
- Troubleshoot operational issues and find a fix
- Pull and build reports to optimize rates and find leaks
- General upkeep of merchant operations

### **Verizon Media**

Ad Operations Specialist

Miami, FL  
10/2018 - 5/2019

- Managed programmatic digital advertising campaigns on DSP
- Optimized campaigns to meet client KPIs
- Created composite audience targeting segments for optimal delivery
- Analyzed data and compile campaign updates and final reports for clients
- Managed several accounts and their campaigns and performance
- Managed creative and additional assets for campaign setup

### **Tunein**

Campaign Manager

Venice, CA  
3/2016 - 3/2018

- Managed digital advertising campaigns and projects on all product platforms
- Compiled and delivered campaign performance reports with strategic analysis
- Presented optimization and up-sell opportunities for revenue growth
- Supported tests for enhancing campaign performance and customer satisfaction
- Collaborated with partners and digital agencies to ensure successful campaigns
- Provided inventory forecasting for sales planning

### **Saatchi & Saatchi - Conill Advertising**

Sports and Entertainment Account Executive

Los Angeles, CA  
8/2015 - 3/2016

- Negotiated contracts for new partnerships and brand sponsorships
- Presented new opportunities for partnerships and sponsorships
- Managed and maintained relationships with clients, talent agencies, and record labels
- Oversaw and managed on-site activations for talent ad production
- Maintained internal process logistics such as budgeting, job numbers, and status reporting

## Skills

Tech: HTML, CSS, Bootstrap, Javascript, jQuery, Node.js, Express, SQL, Looker, DFP, DSP, Mopub, Adswizz, Salesforce, Confluence, Excel, Mac  
English and Spanish fluency  
Passion for development and innovation