

Curriculum Vitae – James Amos

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Introduction

I am an adept, dedicated 27 year old operations manager who graduated from Edinburgh University in 2013 with a 2.1 in Biological sciences with honours in neuroscience. I have been working in London for the past three years and I am now looking for an opportunity to progress my long-term career goals.

Throughout my working career so far I have amassed experience in numerous fields, including account management, ads operations, tech support and client on-boarding. I feel this wide variety of experience will make me a valuable asset to your team.

In conjunction with my current work experience, my university degree has helped me to develop a range of different skills including analytical thinking, teamwork and the ability to read and synthesize complex information from scientific literature and research papers.

I believe that the combination of the skills and experience I have developed through my academic and work experience so far would make me a great asset in the work environment and allow me to meet the demands placed upon me in new roles and situations.

Key Achievements

I was successfully accepted for a competitive Graduate Programme with CapacityGrid (Liberata).

I was chosen as one of the top graduates in the programme to move onto the Council Advertising Network and was also kept on by the owner when it became an independent company.

I successfully completed a challenging honours degree course at a top university (Edinburgh), achieving a 2.1 in Neuroscience.

Upon completion of my Assembly Festival Bar job in Sept 2013, I was awarded the prize of being “the most hardworking and useful member of the team”.

The high standard I achieved during my first two years at Edinburgh University allowed me to become one of a small group of students selected to spend their third year of studies overseas. I chose to study neuroscience at Melbourne University, Australia.

In 2008 I won a competitive scholarship to spend the year studying in the USA as part of the Georgia Rotary Scholarship Programme. I was one of 60 students selected from around the world.

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Work Experience

August 2015 – Present – CAN Digital Solutions (Full time)

The Council Advertising Network became CAN Digital Solutions on August 2015 after it was bought by Lloyd Clark. I was chosen to stay on as a member of staff through an interview process which meant competing with the then ad operations manager to combine the role of Account Management and Ad Operations.

My role at CAN has varied, please see below a list of the experience I have gained so far.

- Setting up ad units and campaigns in multiple ad servers (DFP and Switch)
- Monthly and quarterly revenue reporting to clients
- Premium campaign trafficking, optimisation and reporting
- Media buying across different platforms (Adwords, Facebook and LinkedIn), each with a different overall goal
- Optimisation and yield management of media buying campaigns to ensure goals are met or exceeded
- Budget management of multiple large campaigns simultaneously
- On boarding of new sites
- Technical support during the on boarding process
- Trouble shooting errors with JavaScript tags and liaising with the development team
- In depth reporting and analysis for multiple campaigns
- Worked closely with the Digital Trading Manager to ensure the highest yields were achieved across multiple different Supply Side Platforms and web properties
- Assisted the Digital Trading Manager and Development team with the role out of header bidding across CAN's Network and helped to trouble shoot issues when they arose

April 2014 – August 2015 – Capacity Grid (Liberata) Full time

Council Advertising Network – Account Management and Technical Support

6 months into the graduate scheme I was moved into the Digital Advertising arm of the company as one of the best performing graduates. My role here involved on boarding new sites, similar to above, but with a much greater focus on the technical side. I was also responsible for ensuring clients were happy with the service, reporting on monthly revenue figures and tech support if any problems arose.

During my time as the Account Manager of the Council Advertising Network I was instrumental in us growing the Network from 2 or 3 sites to over 20.

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Empty Homes Review – Account Management

I was one of the 6 graduates hired in Capacity Grid's first ever graduate scheme. I was hired as an account manager and given responsibility for on boarding new customers after the sales cycle had finished, ensuring they were happy with the service they were receiving, dealing with any complaints/issues they may have and working with the accounts team to ensure that the invoicing and billing processes went as smoothly as possible whilst dealing with potential disputes from different clients.

These tasks involved conducting 'kick off calls' to talk the clients through the service followed by close management to ensure that requisite tasks were completed in a timely manner, including submission of a final data set by a set deadline.

Education

Edinburgh University: Undergraduate degree: 2.1 Hons in Biomedical Sciences - Neuroscience

Hobbies and interests

I am very interested in photography and have undertaken a variety of jobs, both paid and unpaid, taking photos for concerts and events such as graduation balls, as well taking pictures simply for the fun of it.

I am also a very keen guitar player and regularly play with my friends and on my own. To keep fit I have become a keen runner and have completed numerous half marathons to date.

I have a keen interest in technology and have begun to teach myself how to code starting with a Coursera course on the basics of Python and Codecademy's introduction to JavaScript.