



Renad Abdallah

(340) 332-3632 ♦Hempstead, NY 11550

renad_abdallah@icloud.com ♦<http://www.linkedin.com/in/renadabdallah>

SUMMARY OF QUALIFICATIONS

- Digital media professional with 4 years of experience in digital advertising and sponsorship management
- Collaborated with and established strong working relationships with key stakeholders and internal departments
- Proficient in the use of various ad serving tools and applications (Freewheel, DFP, Celtra, Appnexus, VAST, etc)
- Tasked with maintaining user experience and identifying inefficiencies in publishers' digital products/strategies
- Fireball, original thinker, self-starter, organization geek, articulate communicator, tech-savvy, and fluent in Arabic
- Sound knowledge of digital marketing trends, vendor products, and reporting/analytics tools
- Worked on the launch and execution of Google's first campaign as "The Official Cloud of the NCAA"

EDUCATION

- **Bachelor of Arts in Advertising**, December 2013
Barry University, Miami, FL
Minor in Public Relations
GPA: 3.6 (Cum Laude)
Honors courses, President's & Dean's list

PROFESSIONAL EXPERIENCE

Digital Traffic Specialist – WarnerMedia

New York, NY 12/2016- Present

- Work as team lead alongside internal teams to implement and oversee digital campaigns across all Turner sites
- Implement optimizations and strategies to hit defined success metrics; provide post campaign analysis to all account teams
- Create and edit support docs and training guides for all Turner properties; responsible for training/on-boarding coordinators
- Worked closely with tech team on site changes and redesigns; QA test and provide feedback of new product releases
- Collaborate with designers for testing and introducing new products and technological solutions
- Aggregate and analyze data from 1st and 3rd party partners to support recurring analytical problems

Ad Operations Associate – Time Inc.

New York, NY 4/2016- 9/2016

- Reviewed and approved insertion orders for accuracy; QA, troubleshoot and traffic 3rd party tags
- Provided ad specifications and gathered creative assets from sales planning and ad products teams
- Monitored campaigns throughout lifecycle, communicating with sales and editorial teams on optimizations
- Provided delivery and performance reporting updates during and upon completion of campaigns
- Coordinated with ad tech team to aid in identifying, reporting, and resolving technical issues

Digital Ad Ops & Integrations Coordinator – GroupM/Xaxis

New York, NY 11/2015- 4/2016

- Oversaw timely implementation and full delivery of mobile web and in-app programmatic campaigns
- Worked closely with partners to ensure that audience targeting, and creative assets are in line with campaign goals
- Gathered and implemented creative assets across all campaigns; project manage custom rich media ad builds
- Collaborated with internal teams to communicate ad tag changes, campaign delivery, and optimization
- Responsible for troubleshooting all 3rd party tag or pixel-related discrepancies for campaigns
- Acted as liaison between client services team, ad server platform providers, and analytics partners

Advertising Traffic Coordinator- Cablevision

Woodbury, NY 6/2014- 11/2015

- Managed and executed media contracts for over 50 clients for News 12 New Jersey
- Resolved scheduling discrepancies for advertising spots, PSAs, internal marketing, and sponsorships
- Handled daily requests from account executives regarding order adjustments, billing, and budget reconciliations
- Inserted/exported new orders and revisions using the Novar traffic system and TIM/Salesforce
- Created daily broadcast schedules based on priorities, rates, and product details to maximize network revenue
- Accomplished record-breaking political season by growing revenue by 27% in 2014