Anil Kumar

✉ anil.k1202@gmail.com　📞 +91 9015132120　in linkedin.com/in/anil--kumar-　📍 Faridabad, India

PROFILE

Experienced professional with a solid foundation in Ad implementation and technical support, adept at managing full project lifecycles and delivering client-focused solutions. Possesses strong capabilities in handling complex project management and fostering collaboration across diverse teams to achieve superior outcomes and exceed client expectations.

PROFESSIONAL EXPERIENCE

Airfind　　　　　　　　　　　　　　　　　　　　　　　　　　　Jun 2022 – present
Publisher Solution Specialist　　　　　　　　　　　　　　　　　Florida, United States

Product Management
- Managed and optimized native and search advertising solutions across Yahoo, Google, Microsoft Bing, Tap Native and Xandr (Appnexus).
- Implemented Google Ad products including Google Rewarded Web, Google Custom Search Ads and Google Search Engine, resulting in a significant revenue increase of 30%.
- Backend Utilized APIs (e.g., Google Ads API, Microsoft Advertising API) to programmatically set up and implement ads across diverse platforms.
- Generated API keys for search and display reporting, enabling secure and efficient data access and analysis.

Frontend Development
- Optimized JavaScript and HTML code and utilized CSS to meticulously customize ad implementations, ensuring they seamlessly integrate with the site's native environment and precisely meet customer requirements.
- Created content pages for websites and assisted clients with content page creation and optimization, particularly when clients are hosting the website.
- Helped clients configure SSL certificates and set up CNAME records for client-hosted websites.

Database Management
- Leveraged tools like Kibana for data visualization and analysis.
- Proficient in meta pixel helper for enhanced tracking and analytics capabilities.

Development
- Stayed updated on industry trends and leveraged tools like Figma for design collaboration, Microsoft Clarity for user behavior insights, and Polygraph for ad performance monitoring and optimization in advertising solutions.
- Created documentation for codes and APIs and comprehensive Confluence pages for product documentation, ensuring clarity, accessibility, and ease of use for stakeholders and team members.

Customer Base Experience
- Conducted client calls to understand needs such as campaign goals and technical requirements, provided tailored solutions including custom configurations and troubleshooting, and facilitated hassle-free onboarding through comprehensive training and support.

- Experience includes cross-team collaboration with DevOps, Account Management, Strategic Teams, Yield Operations, and Product Teams to optimize ad operations, enhance campaign performance, and achieve strategic business objectives.
- Successfully implemented various products for over 100 clients and adeptly managed more than 750 tickets for implementation and resolution of client issues.

Taboola   Mar 2019 – Jun 2022 | Gurgaon, India
Senior Implementation Representative

Development
- Worked on the entire development lifecycle, from understanding business cases to implementation.
- Mapped issues on Taboola products (feeds) using JavaScript.
- Utilized SQL queries to map organic content and enable product profiles.
- Analyzed team KPIs on a weekly/monthly/quarterly basis and optimized them to meet targets.
- Coordinated with team members to resolve product-related queries and provided training on internal tools.
- Delivered over 100 new implementations for 3rd party integrations in a month.
- Participated in Taboola Kick Off (TKO) event.

Customer Base Experience
- Worked on live feeds/widgets using CSS to mark new changes.
- Implemented layouts using CSS to meet customer requirements, resulting in 99% customer satisfaction.
- Led daily board management calls and shift management.
- Coordinated with account managers for status updates.
- Provided support to clients through calls and implementation assistance.
- Addressed business queries from account managers related to publishers and websites.
- Participated in client progress meetings with account managers and directors to address technical challenges.
- Tracked issues on Salesforce/JIRA and provided technical support to publishers and partners globally.

APIs
- Consumed API calls to make modifications in live feeds.

PROJECTS :

Mission America
- Implemented urgent support and reduced delay in addressing client queries.
- Improved CSAT score and reduced escalations.
- Provided implementation and support for Taboola products.

Newsletter Organic Mapping
- Mapped organic content on newsletter accounts using metadata, X-path, and inclusion/exclusion rules.
- Managed JIRA dashboard for mapping requests.
- Coordinated with R&D and teams for migration to Salesforce.

Onboarding Process
- Improved onboarding process for new joiners
- Provided inputs for onboarding documentation and tracked timings
- Trained and supported new joiners

ABP Testing
- Created ABP widgets and feeds for publishers
- Led the project and performed QA and fixes

Guru Cards

- Created cards to reduce repeated business queries and team efforts
- Analyzed usage and time saved

Request Acknowledgement Improvement
- Improved acknowledgement process for implementation requests
- Created a template and presentation for ideal acknowledgement

Client to Support (C2S)
- Coordinated directly with clients for implementation and support
- Provided seamless experience for low-revenue publishers

Team Knowledge Pages
- Created global knowledge base pages for teams

Verifacts Services Pvt. Ltd.　　　　　　　　　　Nov 2018 – Feb 2019 | Gurgaon, India
Account Manager
- Managed background verification processes for 5-6 clients, ensuring thorough and accurate checks for newly hired employees.
- Coordinated with clients to understand their specific requirements and ensure compliance with verification standards.
- Acted as the main point of contact between clients and internal stakeholders, facilitating seamless communication and efficient workflow.
- Monitored the progress of background checks, addressing any issues promptly to avoid delays.
- Compiled and generated comprehensive final reports for clients, ensuring all necessary information was verified and documented.
- Maintained strong client relationships through regular updates and effective problem-solving, ensuring high levels of client satisfaction.

AuthBridge　　　　　　　　　　Mar 2017 – Oct 2018 | Gurgaon, India
Senior Process Specialist
Team Management
- Supervised a team of 5-6 employees, ensuring efficient workflow and adherence to verification standards.
- Provided guidance and training to team members to enhance their performance and ensure high-quality outcomes.

Quality Control
- Managed the quality check process of background verifications, meticulously reviewing data for accuracy and completeness.
- Ensured final reports were error-free and met client requirements before submission.

Coordination and Compliance
- Coordinated with internal stakeholders to address any discrepancies or issues during the verification process
- Maintained high standards of quality control to ensure client satisfaction and compliance with industry regulations

SKILLS

Advertising Platforms: Google Ads Manager, Google AdSense, Yahoo Search Ads, Microsoft Bing Native and Search Ads, Google Custom Search Ads, Xandr Display Ads, Facebook Ads Manager.

Analytics and Tracking: Google Analytics, Kibana, Google Tag Manager, Pixel tracking, Fraud Detection (Polygraph, Microsoft Clarity, IP click and user click limiting).

Technical Skills: JavaScript, HTML and CSS, REST API, MySQL, Code Optimization.

Tools and Software: Microsoft Office, Figma, WordPress, CRM Tools (Salesforce and Jira)

Other Skills: Troubleshooting, Documentation

EDUCATION

J.C. Bose University of Science and Technology, YMCA
MTech

Kurukshetra University
BTech

CERTIFICATES

- Taboola JS Certified

- AI in Digital Marketing

AWARDS

Employee of the Month - Verifacts Services Pvt. Ltd.
Debutante Award (Best Performer as a New Joinee) - Taboola
Top Gun Award (Top Performer of the Month) - Taboola