

Contact

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(LinkedIn)

Top Skills

TAM

Technical Sales Consulting

Media Strategy

Certifications

Programmatic Advertising Foundations

Communicating with Confidence

Advanced Grammar

Jonathan Mazo

Customer Success Manager at Quantcast
San Francisco Bay Area

Experience

Quantcast

2 years 9 months

Customer Success Manager

January 2025 - Present (4 months)

Technical Account Manager

August 2022 - January 2025 (2 years 6 months)

San Francisco Bay Area

Optimize programmatic campaigns, driving incremental growth by delivering proactive recommendations and ensuring ongoing performance across a dedicated book of business.

Serve as a key escalation point for client concerns and cross-functional team coordination, streamlining processes between account management, product, and engineering teams to resolve issues and support commercial success.

Lead internal subject matter expert (SME) meetings for Pixel Implementation/ Tagging and Yield Management, identifying blockers, updating help center materials, and collaborating with product and engineering teams to improve processes.

Contribute to SME groups focused on Campaign QA, Supply and Omnichannel, discussing current blockers, updating help center materials and providing feedback to the product and engineering teams

Quantcast

3 years 2 months

Account Manager

July 2021 - February 2022 (8 months)

San Francisco Bay Area

Manage and grow a book of 12-16 client-direct and agency clients' digital marketing campaigns, across verticals such as retail, entertainment and non-profit

Provide performance and delivery reports, data driven business insights and learnings, and presenting the results to client partners in a digestible and actionable plan to capture revenue and discover opportunities for growth

Facilitate strategic meetings between client partners and internal teams, ensuring all parties are aligned with a clear understanding of deliverable deadlines and outstanding action items

Perform platform walkthroughs with new and existing clients to familiarize the users with the tools available to assess and optimize their digital campaigns

Technical Account Strategist

April 2021 - July 2021 (4 months)

San Francisco Bay Area

Test and troubleshoot the implementation of the Q pixel (JavaScript script) to ensure it is aligned with the campaign's goal, the correct parameters are populating and the data collected is compliant with privacy laws

Maintain a high level of communication between colleagues and clients; raising potential technical, policy or performance-related issues regarding campaign setup, performance or data collection

Create and present content in an ad hoc basis to educate the Sales and Account Manager departments about processes and tools utilized by the Client Services team

Create custom dashboards and reports within a CRM environment to easily find and troubleshoot tickets in a queue

Technical Account Specialist

May 2020 - April 2021 (1 year)

San Francisco Bay Area

Execute the technical implementation of digital ad campaigns, collaborating cross-functionally to ensure campaigns are set up for success and aligned with client's goals

Utilize various internal tools and dashboards to draw insights, and proactively identify KPI discrepancies or technical issues; escalating to internal stakeholders as needed

Monitor and test pixel activity to verify appropriate data is available for campaign modeling; verifying successful onboarding and implementation has been achieved

Provide excellent customer support through internal and external communication channels

Maintain a high level of quality with minimal error against timely SLAs

Technical Account Specialist
July 2019 - May 2020 (11 months)
San Francisco Bay Area

Technical Account Specialist
January 2019 - July 2019 (7 months)
San Francisco Bay Area

Year Up
11 months

Data Analytics Trainee
September 2018 - July 2019 (11 months)
San Jose, California

Year Up's mission is to close the Opportunity Divide by providing urban young adults with the skills, experience, and support that will empower them to reach their potential through professional careers and higher education.

Aprendiz de Análisis de Datos
September 2018 - July 2019 (11 months)

Education

Year Up
Data Analytics Training · (2018 - 2019)