MEL DE LEON

925-413-2296 | San Francisco, CA
www.linkedin.com/in/mel-de-leon-product
melissadeleon@gmail.com

EXPERIENCE

Twitch, January 2017 – Present
Senior Product Manager Technical - Ad Data, Targeting & Measurement
Formerly Product Manager Technical, Product Manager, Project Manager

- Designed and launched transcoding pipeline for serving stitched video ads to users with privacy and ad blockers in our web and mobile players
- Created a network request forwarding proxy service, allowing third party ad servers to track impressions, clicks, and viewability on stitched video ads
- Built data pipelines for content rating server to server integrations with comScore VCE, Nielsen DCR products. This allowed Twitch to generate TV-style ratings for channels based on the viewing behavior of all users, including OTT, Mobile, Desktop, and users who utilize privacy and ad blockers
- Managed and launched Oracle Moat's first viewability integration for stitched video ads, allowing Twitch to report on IVT/Viewability metrics for all users, including users who utilize privacy and ad blockers
- Designed and launched our consent management platform for GDPR, CCPA, and future privacy laws as they go into effect. Our consent management tools have a 95% opt-in rate on Web, 85% on Mobile
- Designed and launched our server-side consent and privacy preferences storage mechanism for privacy concerns in the EU, California, and future geographic locations where privacy laws will be enacted
- Built and launched Ads for Bits on Android, iPhone, and Fire. This product suite currently makes $15MM/Year
- Defining and executing product roadmap for a team of 9 engineers

Pandora Media, June 2011 – January 2017
Ad Project Manager/Supervisor
Formerly Ad Tech Lead, Ad Operations Trafficker

- Project lead for the technical implementation of new ad products in both DFP and Pandora's proprietary ad server
- Managing a team of technical leads that support internal advertising tools
- Building/managing ad templates for Pandora's native ad products
- Consulting for cross-departmental working groups on Advertising Technology
- Front End development for external/internal revenue operations tools

Google, November 2010 – June 2011
Display Media Manager

- QAed and trafficked third party served ads

- Implemented third-party tracking technology for independent data collection
- Troubleshot issues with creatives regarding Google Display Network (GDN) policy, PII collection, metric tracking, uncertified cookies and fourth party calls
- Coordinated efficient campaign structure with the GDN sales team
- Acted as trafficking lead and main technical contact for tier one clients such as Target, Become.com, Citrix, and Comcast

Gala-Net, February 2010 – November 2010
Marketing Specialist
- Managed online advertising and budgeted $200k monthly for over thirty campaigns on a variety of ad and affiliate networks, including the Google Display and Search Networks
- Created and executed strategic marketing plans for new video game launches
- Created 5-10 monthly cross promotions with partner gaming sites
- Designed promotional banners, flyers, site skins and press packages for events and releases
- Wrote and published copy for press releases, interviews, and other marketing collateral
- Managed relationships with gaming media partners such as IGN, Justin.tv, Kotaku, Destructoid, and Gamespot

SKILLS

Technical Skills
- Javascript, jQuery, Node.js
- HTML, CSS
- SQL (SQLite, MySQL)
- Microsoft Office, Adobe Photoshop

Language Skills
- Conversational Spanish
- Highly proficient in transcription using the International Phonetic Alphabet

EDUCATION

B.S. in Linguistics, December 2009
Department of Linguistics
New York University, New York, NY