

Andrew Perez

Technical Digital Specialist

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Culver City, CA

EXPERIENCE

GumGum

Product Engineer

March 2019-April 2020

- Excelled in high pressure situations to build and deliver JavaScript ads for campaigns worth >\$1M, often within 24 hours
- Collaborated with supply-side engineers and publisher team to build creative templates to serve nonlinear video product on publishers' video players which spanned across JW Player, Brightcove, and video JS/IMA
- Created fully functional Roku channel, using Brightscript, for GumGum to showcase new video products using a Roku device at conferences
- Clearly communicated highly technical campaign details to account managers to set deadline expectations with agencies
- Assisted team members with JavaScript issues in order to ensure timely delivery of assets to agencies

OpenX

Solutions Architect

April 2018-March 2019

- Increased publisher revenue by onboarding publishers to OpenX platform through prebid.js, prebid video, OpenRTB, and the OpenX SDK
- Maximized publisher profit by fixing revenue bugs with Dev Tools, Charles, and analyzing OpenRTB requests
- Constructed, with product/eng, OTT bid requests to include OpenRTB 2.4 Media object specs as well to verify OTT requests were not fraudulent
- Rich media SME: technical lead from pre-sales to integration; effectively instructed publishers on how to properly open up rich media inventory for buy side leading to thousands of dollars of incremental publisher revenue
- Successfully enriched publishers' inventory, through analyzing metadata and communicating DSP needs to the publisher, to make their inventory more attractive to buyers

Smart Ad Server

Technical Account Manager - Demand

June 2017-April 2018

- Managed millions dollars of spend with DSPs such as MediaMath, TubeMogul, and Amazon
- Saved thousands in revenue by fixing impression discrepancies through communication with engineers on both sides to determine mismatches between parties; i.e. when impression and 3rd party pixels fire in our platform and on the DSP side for app, video, etc.
- Calculated actual DSP opportunities by maintaining massive SQL doc to highlight which DSPs were eligible to serve on Smart's inventory based on business rules
- Successfully integrated multiple DSPs on Smart Ad Server's PMP buying platform where buyers could choose inventory packages
- Maximize DSPs' spending power by ensuring buyers were able to accept all OpenRTB parameters that Smart Ad Server was sending
- Quickly diagnosed irregularities through custom alerts and email notifications when cookie match percentage dropped below accepted amount

Yieldbot

Publisher Solutions Manager

September 2015- June 2017

- Expert at JavaScript integrations with DFP, OAS, Prebid
- Evangelist and lead integration engineer for prebid competitor, Pubfood
- Specialist at utilizing DoubleClick For Publishers including line item priority, strategy around AdX, and reporting
- Point of contact with Product team to offer technical knowledge to help construct new products, both client and internal facing
- Counseled with Engineering team to provide business insight to dev sprints
- Built MVP for DFP API line item automation on the weekend; engineering made this a full fledged product
- Assisted Creative Engineering by creating product to automate clicks and impressions on Yieldbot ads
- Counseled Ad Ops team by offering solutions for 3rd party tags and debugging issues their issues with Charles


SKILLS

 JavaScript

 AdTech: Prebid, DSPs/SSPs, GAM, CTV/VAST

 SQL: MySQL, PostgreSQL

 HTML5/CSS

 React, Redux, Hooks, GraphQL

EDUCATION

M.S. Media Management

The New School
2012-2014

B.A. Philosophy

Villanova University
2006-2010

DigitasLBi

Media Technology Analyst

August 2014- September 2015

- Tagged pages with JavaScript to fire DCM code; Implemented JQuery to trigger events to track campaign conversions
- Managed client campaigns by maintaining close communication with media planners
- Mastered the art of QA by creating advanced Excel documents to expedite QA process of ad trafficking sheets, creative, and creative tags sent out to publishers
- Educated media planners about ad serving technologies i.e. programmatic buying, ad verification, and video ad servers
- Became expert at utilizing DoubleClick Campaign Manager to traffic ads in the most efficient and detailed manner to ensure the timeliness and effectiveness of each campaign