

Andrew Perez

Technical Digital Specialist

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Culver City, CA

EXPERIENCE

GumGum

Product Engineer

March 2019-April 2020

- Created fully functional Roku channel, using Brightscript, for GumGum to showcase new video products using a Roku device at conferences
- 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
- 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

Sr. 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

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

SKILLS

 JavaScript

 React, Redux, GraphQL, MongoDB, Node.js, Brightscript

 SQL: MySQL, PostgreSQL

 HTML5/CSS

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

EDUCATION

M.S. Media Management

The New School

2012-2014

B.A. Philosophy

Villanova University

2006-2010