Henrique Godinho

HEAD OF PROGRAMMATIC

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Profile

I have been working in the online Marketing and Advertising industry for the past 10 years. Mostly with The Stars Group where I have been promoted 4 times.

During this time I gained a wealth of knowledge and experience on all aspects of Digital marketing, from trafficking and running programmatic campaigns to supporting technical integrations.

Employment History

Head of Programmatic, bwise Media, London

July 2020 — Present

- I was hired to build the programmatic department from the ground up for bwise Media.
- Structure the programmatic systems; DSPs, SSPs, Ad-servers, creative studio, review of contracts, and full management and delivery of all campaigns globally.
- Set-up all the technical details and liaise with publishers and advertiser to ensure smooth integration and tracking.
- Work with sales teams to educate them on the advantages on programmatic and how it can be sold to existing clients.
- Hands on running of the campaigns and reporting and working as technical support.
- Working on creative solutions to propose better assets for advertisers with limited resources.

Senior Manager, Advertising Operations, The Stars Group, London

March 2018 — June 2020

- Managing a team of 5 AdOps specialists and Programmatic traders
- Leading technical integration between Ad-servers and DSPs and mapping all platforms to our in-house tracking system via tag management solution allowing for cookie syncing and ID matching, enhancing post-backs and attribution.
- Roll out of DMP integration with external marketing platforms to increase targeting capabilities by adding new in-game events.
- Structuring campaign details, such as naming conventions and reporting to ensure data consistency.
- Managing external relationships with vendors, providing technical support and guidance on how to achieve the best scenario for tracking and flagging limitations.
- Providing support on campaign troubleshooting and liaising with anti-fraud technologies.

Digital Tech & AdOps Manager, The Stars Group, London

November 2015 — March 2018

Links

Skills

Ad-servers

Programmatic (DSPs)

Tag Management

Issue Tracking/ Ticketing systems

Microsoft Excel

Mobile Attribution

Dynamic Creative Optimisation

Analytics

Hobbies

Gaming
Music
Cars

Languages

English

Portuguese

- Managing AdOps specialist and owning the relationship with outsourced AdOps agency.
- Reviewing and optimizing trafficking processes to shorten turn around time on campaign set-up and standardize workflow documents to facilitate synergy between departments.
- Ad-server mapping and troubleshoot.
- Integration between all platforms to allow efficient cross platform re-targeting and reporting.

Senior Digital Marketing Specialist, The Stars Group, London
March 2015 — November 2015

- Working on all Display/programmatic buying activities across the company; End-to-end campaign management through programmatic platforms.
- Revising creative assets for campaigns to ensure all adhere with strict gambling advertising legislation.
- Review agencies media plan, troubleshoot of technical issues and implementation of third party tags.
- Testing new concepts and presenting recommendations based on extensive data.
- Optimization of campaigns to ensure target is met (CPA, viewability, CPM etc.)

Digital Marketing Specialist, The Stars Group, London
May 2013 — March 2015

- Strategy and creative briefing.
- Campaign trafficking and activation using ad servers such as DFA and Sizmek (Media Mind).
- Campaign tracking and re-targeting waterfall implementation.
- Liaising with external agencies and publishers across the whole Europe, Latin America, Scandinavia and Russia.
- Effective and efficient delivery and optimization of campaigns through various DSPs and other platforms.
- Extensive reporting through custom reports, pivot tables, Excel Power Pivot and Microsoft Access.

Targeting content Specialist, Phorm, London
August 2011 — April 2013

- Creating keyword based channels based on company's taxonomy to allow for user profiling.
- Product translations into Brazilian Portuguese.

Head of Programmatic, bwise Media, London
July 2020

Courses

IAB Digital Operations Certification, IAB
November 2016 — Present

DBM Certificate of Achievement, DoubleClick
July 2013 — Present

DFA Certification of Acheivement, DoubleClick
July 2013 — Present

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CS50, Harvard

May 2020 — Present

Technologies

Ad-servers
DFA / Campaign Manager, Sizmek, FlashTalking.

DSPs
Display & Video 360, MediaMath, TubeMogul, DataXu, Adform

Tag Management
Signal, Google Tag management

Issue Tracking
Jira, Asana

Mobile Attribution
Appsflyer

DCO
Fresh8, FlashTalking