Ryan Rogers

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Highly effective advertising operations executive with a proven record of both hands-on action and big picture thinking, leading to increased throughput, higher margins, less human error, and excellent satisfaction rates for both clients and internal stakeholders.

Skills

- Process Creation and Improvement
- Campaign Management
- 10+ Years of Experience

- Data Driven Analytical Problem Solving
- Team Building, Training, and Support
- Workflow Prioritization and Efficiency

Experience

AUG 2019 – FEB 2020
Sr. Director, Operations / Sundae, NYC
- Worked alongside CEO to help define the company goals and vision to guide our processes.
- Led the hiring process by scouting and interviewing for a variety of disciplines through the company.
- Broke down company goals into measurable and accountable actions for individual team members.
- Quickly moved campaign delivery management out of email and into a project management solution.

MAR 2016 – AUG 2019
Sr. Director, Ad Operations / Aki Technologies, NYC
- Built the department from one person to multiple teams, across several office locations.
- Developed and deployed efficient processes, allowing us to scale revenue by multiple times with minimal increase in headcount.
- Partnered with dev team to design, test, and release a new in-house ad serving platform.
- Brought automation into every facet of the campaign lifecycle reducing labor-hours needed per campaign, as well as trafficking error rates.
- Led the way on several new ad serving ventures, including new technology and vendor implementations.

NOV 2014 – MAR 2016
Manager, Technical Ad Operations / Adtheorent, NYC
- Provided operations and ad serving guidance with team and clients from presale to wrap up.
- Created and maintained documentation for processes and technology, making for seamless employee onboarding.
- Developed and deployed processes between operations departments to streamline campaign lifecycles.
- Built a third-party system to ingest campaign data and automate Salesforce and Jira processes.

MAR 2013 – NOV 2014
Ad Solutions Architect / Songza - Google, NYC
- Spearheaded the company's initial advertising solution from inception to completion
- Oversaw all advertising projects, including integrations with new partners and ad serving technologies.
- Worked directly with clients and internal sales teams to ensure the best possible campaign strategies.
- Stayed vigilant for new and interesting ways for our advertisers to reach their audience on our platform.
- Saw company through acquisition, while maintaining my role.

JAN 2011 – MAR 2013
Technical Account Manager / Mocean Mobile, NYC

Education

2001 – 2004
New Mexico Tech / Information Technology