##### Shenbaga Raja. A

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Thirumanagalam

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| **CAREER OBJECTIVE:** |

To excel and grow in the sphere of online advertising operations by working in a growing organization, which gives me better opportunity to prove my skills and enable to fulfill my dreams as well as of organization.

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| **EDUCATIONAL QUALIFICATION:** |

* **B.E** in **Electronics & Communication Engineering** in **Sethu Institute of Technology, Anna University (2008)**
* **Diploma** in **Electronics and Communication Engineering** in **Ramu seetha polytechnic college virudhunagar** **(2003 – 2005)**
* **HSS** in **P.K.N. Higher Secondary School, Thirumangalam, Madurai (2003)**
* **SSLC** in **P.K.N. Higher Secondary School, Thirumangalam, Madurai (2001)**

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| **KNOWLEDGE IN ADSERVER:** |

* MWDSP (Mobilewalla Demand Side Platform), Big-data powered, audience driven mobile ad platform. It deals with Demographic audience targeting.
* Perfection in the process of Sales Planner, Trafficking and Quality Analysis (QA).
* Technically skilled in handling ad servers and tools like Ad Expert, Ad builder, ATLAS, Ad Market, Ad Manager,Pubcenter and AppNexus.
* Frequently worked in creative’s like FLASH, Advanced Flash, Double-click, GIF,Text Ads (Messenger, Inline text), TPS tags like Eye blaster, Atlas, MSN Video Ad, and Rich media tags etc.
* Knowledge in DART. (Dart for Publishers).

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| **1.WORK EXPERIENCE:** | |
| **Organization :**  **Designation :**  **Department :**  **Duration :** | Mobilewalla information Solutions Pvt Ltd., Kolkata.  Campaign manager.  ADOPS (Ad Operations)  Oct- 2014 to Till date. |

**2.WORK EXPERIENCE:**

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| **Organization :**  **Designation :**  **Department :**  **Duration :** | CSS Corp Pvt Ltd., Chennai.  Subject Matter Expert.  ADOPS (Ad Operations)  Nov-2009 to 27 Aug 2014. |

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| **DESCRIPTION:**   * Mobilewalla delivers high performing mobile media with reach into audience’s brands desire. * Working for Operative as Online Ads Trafficker from November 2009 to present. It is a global technology solutions provider to enterprises, consumers & technology companies. * I have work on MSN (Various Regions such as Canada, US, France, APAC, Germany, Brazil, BE, EMEA, Latin America’s) and other US-based clients using different online servers. Here we build and publish different types of AD. * Specialized in processing Ad-servers like Ad Expert, ATLAS, Ad Market, Ad Manager, Pubcenter, AppNexus and Basic Knowledge in DART (Dart for Publishers). * Sales Planner work. * Also handled Gif/Jpeg, Flash, Video Ads, 3rd party tags like Eye blaster, Point roll, Atlas, Double click & Eye return etc and Sales Insertion Order Processing.   **RESPONSIBILITIES:**   * My job responsibilities involves, Campaign Optimization deep drive, trafficking the campaign on MW DSP. * Promoted as SME (Subject Matter Expert) which owns the quality process of all the EST MSN teams. * Good knowledge of all project metrics. * Team Co-ordination, Queue Management and request completion within SLA, * Handling a Team of 10 Members. * Manage requests with high level of service as the client’s primary point of contact for requests, questions, troubleshooting and escalations. * Booking campaigns, traffic and QA all ad campaigns (Gifs/Jpegs, Video Ads, 3rd party redirect tags, flash and rich media). * Test creative units to ensure they meet specifications and troubleshoot as necessary. * Test all third party tags, rich media, and utilize HTML for more complex campaigns. * Ensure ad materials are delivered and prepared in a timely and cost-effective manner. * Provide excellent and prompt customer service to resolve any campaign issues. * Provide reports to client. * Follow the SLA and strive for zero defect operations.   **PERSONAL INFORMATION:**   * Date of Birth : 27-05-1986 * Sex : Male * Nationality/Religion : Indian * Marital Status : Single * Languages Known : English and Tamil. * Permanent Address : 13/06, Sannasi kovil Street, Thirumangalam, Madurai 625706. |
| **Declaration:** |

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Yours Faithfully,

Place:

Date: Shenbaga Raja.A