Tom Costa

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Portfolio | **Github**

Personal Profile

Web Developer with a passion for coding and technology. My background consists of 6+ years working in Project Management within **Ad Tech**, helping global clients successfully build innovative digital advertising campaigns, using external data sources and cutting edge technology to personalise video creatives.

Due to my passion for technology and day-to-day interaction with development teams, I decided to turn my passion into a career and left my role to focus on learning to code full-time. I then enrolled onto a **3-month Software Development Bootcamp** which helped me become proficient in using *HTML, CSS, JavaScript & Python* to a professional standard.

I am a fast learner and eager to gain further experience in the field as a software developer, where I hope to help solve problems in a collaborative environment.

IT Skills

Software Development Skills: *HTML, CSS, JavaScript, Node.js, Python, Bootstrap, MySQL & NoSQL (MongDB).* Currently Learning: *React JS.*

Tools and Methodologies: VS Code, Git, JIRA, Confluence, Fiddler, Agile Principles, OOP, Testing & QA.

Personal Projects:

Destination Checker - Web Tool I created to pull in information from travel destinations of interest, using *OpenWeather, OpenCage, YouTube, Wikipedia & Unsplash APIs*. **Tech:** HTML | CSS | JS | Bootstrap | APIs | Axios

GRATITUDE Space - CRUD app that allows users to enter things they are grateful for. I crafted a "zen" UX by adding user changeable video backgrounds and a music player. **Tech:** HTML | CSS | JS | Local Storage | CRUD

FilmFlix - Backend Python project that lets you perform basic CRUD operations with the database of film entries. **Tech:** Python | SQlite | CRUD operations.

Employment History

TECHNICAL PROJECT MANAGER   *INNOVID* **-** London
                                                                              July 2020 - July 2021

• Scoped client projects including dynamic strategy, API requirements/ external data sources, client creative briefs, asset management & reporting.
• Collaborated with cross-functional global internal teams to develop bespoke solutions, helping translate client's requirements into specific project tasks for designers and developers.
• Performed diligent, detail-oriented QA on all interactive & pre-rendered ad units.
• Held regular standup meetings with internal teams to determine status and ensure projects are on track and standards align with project requirements.
• Aided creation and roll out of toolkits for global clients, to help local brand managers easily adapt campaigns to their local markets.
• Organised and led stakeholder meetings, to advise on best practices, campaign execution, timelines, deliverables, and to present post campaign analysis.
• Operated on external platforms (i.e. trafficked client campaigns on Facebook & YouTube, managed assets within client's external CMS).
• Owned the project plan, milestones and timeline for campaigns from Pre-sales to Trafficking.
• As a *Subject Matter Expert* (SME) for Publisher Certifications in the EMEA region, I contributed to a global initiative to deprecate the old platform and migrate all certification records to SalesForce, playing a key part in migrating the data.
• I also wrote most of a "Publisher booklet" with guidelines and FAQ on how to use the new certification platform, which helped reduce Publisher reach outs.

SENIOR ACCOUNT MANAGER   *INNOVID/ Channel 4* - London
                                                                  June 2016 - Jun 2020

INNOVID powers the technology behind all video interactive ads that run across Channel 4 VOD platforms. As my main client account, I was responsible for managing the partnership between INNOVID and Channel 4, working across data driven, dynamic and interactive video campaigns.

In this unique role I had the opportunity to work on-site across both companies and experience the business, technical and cultural aspects of both organisations.

Some of my main achievements include:
• Managed multiple award-winning, "media-first" interactive campaigns using the latest technology advancements such as dynamic audio personalisation. I also led the recording sessions with Voice-Over artists for those campaigns.
• Led the roll out and set best practices for the new 'Dynamic TV' ad product.
• Retained business by developing an interim production programme during Channel 4's migration from Flash to HTML platforms.
• Project managed the build of a custom database of UK addresses that improved the accuracy of geo targeting campaigns.
• Excelled at adapting my communication style to technical and non-technical audiences.

My main responsibilities were:
• Acted as the creative and tech adviser to Channel 4's advertising clients as well as Channel 4's internal teams.
• Led the integration of INNOVID's SDK into Channel 4's devices and platforms.
• Gathered client campaign requirements, scoped technical feasibility and advised on best practices, design & UX, asset specs, deliverable timelines and overall project management of campaigns.
• Used JIRA and ZenDesk to brief in campaign tasks to teams including Designers, Developers, Ad Operations, Solutions Architects, Support Tiers 1 & 2.
• Trafficked, tested and QA'd all campaigns launched across various devices (mobile, Desktop & CTV).
• Created documentation on Confluence to detail new processes or workflow changes and communicated those to the relevant teams.
• Onboarded offshore teams on client specific processes and led training for new starters and colleagues.

CAMPAIGN TRAFFICKER   *Flashtalking* - London
                                                                  May 2015 - Jun 2016

• Responsibilities included end to end campaign management, advising clients on dynamic advertising strategies, trafficking and troubleshooting campaigns.
• Grew the returning client base by 15% by improving accuracy during trafficking.
• Improved trafficking time by 20% by educating clients and agencies on best practices.
• Advised on campaign performance optimization based on analysing and generating reports and monitoring campaign delivery.

COMMERCIAL OPERATIONS EXECUTIVE   *Channel 5* - London
                                                                  Nov 2013 - May 2015
• Increased accuracy in setting up TV campaigns and copy rotations, whilst ensuring everything was compliant with OFCOM (Broadcast regulator) and ASA.
• Responsible for ensuring the delivery of all advertising assets to the commercial libraries (IMD, ADSTREAM and RED BEE) prior to transmission.

Education and IT Training

Aug 2021 - Nov 2021 Professional Course:	**Just IT Training Ltd, London** Software Development Bootcamp
	Front-end: *HTML, CSS, Javascript, Bootstrap* **Back-end:** *Python, MySQL, NoSQL, OOP.*
2008 - 2011 Degree:	**Leeds Metropolitan University, Leeds** BA (Hons) Business Studies
2006 - 2008 A Levels:	**All Saints Catholic High School, Sheffield** ICT (B) Electronics (C) Business (C) Drama (B)

Interests and Achievements

Technology: Before deciding to become a software developer, I had previously built websites using Wordpress and Shopify. I enjoy learning programming and new tools that allow me to bring my ideas into the world.
I love keeping up with the latest trends in technology, my friends and family always come to me for information on certain technologies such as crypto currencies and recommendations on technology purchases.

Hobbies: Cycling, travelling, games, exploring the outdoors and film-fanatic.

References available upon request