
Profile: Passionate, award-winning and internationally experienced digital campaign (traffic) and production manager with

Qualifications & Awards:

2006: PPA Certificate in Production Management, UK

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- Campaign Management: Google DFP, Smart AdServer, CMS, SAP, SEO, Webinars, Dotmailer, Google Analytics
 - Digital Design: display advertising, emails, websites, banners, buttons (Flash, Dreamweaver, WordPress)
 - Email Marketing: Neolane, ExactTarget
 - Office: Word, Excel, and PowerPoint
 - In-depth knowledge of pre-press, colour printing & print buying processes, vendor selection.

Employment History:

ONLINE PRODUCTION MANAGER

Reed Business Information

May 2015 – present

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- Programmatic / remnant inventory strategy, support and optimisation for RBI network
- Ongoing support for clients and stakeholders - predominantly technical and targeting / delivery queries
- Project managed and implemented Legacy tags to GPT tags for DFP premium roll-outs across the RBI portfolio
- Play key part in RBI's divestments, making sure BAU when transferring the business to new company.
- All aspects of running campaigns across the network which includes: Ad Trafficking, running reports, testing creative,
- Management duties: Hiring, mentoring, training, KPI creation, appraisals, disciplinary actions, team budget, board reports
- Building and maintaining good relationships with both internal and external clients, the development teams and third party.

Notable achievements:

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functionality and video marketing best practices, and created a page on the intranet offering tips and information. I also

- Outsourcing trafficking work