

Digital Traffic Manager

As an integral part of our marketing team, you will execute upon implementing, troubleshooting and optimizing client campaigns. If you are motivated and inspired by using your analytical brain while connecting the business dots, we would like to hear from you. This is a detail-oriented, hands on position and requires someone who can work independently as well as understands when they need to bring in category experts to problem-solve.

Responsibilities

- Lead all aspects of digital campaign operation implementation, ad testing and implementation, campaign set up and monitoring delivery for Primacy and all of its clients
- Ability to work in Google Advertising Suite with knowledge of other digital ad platforms and programmatic buying
- Be able to discuss strategic and tactical ad operations plans, including implementation
- Familiar with data-targeting and its traffic implications
- Manage ad specifications of internal teams and external constituents (clients)
- Strong understanding of trafficking video, rich media, mobile, email, social and other executions beyond simple creative display
- Troubleshoot trafficking issues with ad serving vendors, 3rd party technologies and internal/external departments
- Optimize campaigns to hit client spend and performance goals (in tandem with Operations Team)
- Work closely with the client-facing members of the marketing, media, creative and account team to set program strategy, fulfill ad-hoc client requests, QA and test creative, implement creative rotation and monitor campaign budget

Qualifications

- 2-3 years in trafficking and ad operations in technology or an advertising agency
- Attention to detail and executional follow through both internally and with clients
- Accurately execute within a fast-paced environment
- Multi-tasking with precise organizational skills and internal CRM solutions
- Analytical mindset and critical thinking skills that demonstrate valuable business insights
- Advance proficiency in Excel (pivot tables, V-Lookup etc.) and other office related programs
- Knowledge with HTTP protocols and web browsers
- Knowledge of HTML 5 is a plus
- Understanding of DFA, DFP, Google Advertising Suite, Social Networks, MediaMath, AppNexus etc.