

Senior Ad Operations Manager, LA, California / Remote, Full-Time

At Ad.net, the Ad Operations/Account Management team plays a critical role in managing search advertising campaigns and developing relationships with our ad agency and global brand clients.

The Senior Ad Operations Manager role requires a deep skillset in analytics, proficiency in optimizing traffic to meet client goals, and efficient media buying across Ad.net's publisher partners.

The ideal candidate will have experience in Data Analysis/Ad Operations/Media Buying in search advertising and will have a desire to learn, the ability to communicate clearly and directly, and strong analytical skills. In addition, exceptional relationship building skills are a requirement in the frequent interactions with the key contacts in media buying, digital strategy, and search groups at the major advertising agencies.

Responsibilities:

- Leverage technical tools and quantitative data to optimize campaign performance, uncover problems, measure results, and ensure success
- Manage multiple advertiser and agency accounts, developing positive working relationships with the media buyers and operations teams at our clients and partners
- Prepare campaign progress reports, analysis and research for presentation to clients and Ad.net Management Team
- Manage media buys from multiple external platforms to ensure campaign performance and maintain sufficient profit margin
- Manage client relationships to ensure ongoing high client satisfaction and retention and growth rates

Requirements:

- 3+ years experience in Data Analysis/Ad Operations/Media Buying in the digital advertising industry
- Expertise managing to a variety of campaign performance metrics
- High degree of organization, self-motivation, analytical skills, and overall drive
- Excellent oral and written communication skills