

JENNIFER L. PEREZ

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PROFESSIONAL EXPERIENCE

- Experienced in all aspects of ad operations including sales, trafficking, troubleshooting and optimization.
- Strong problem solving, organization and communication skills, both oral and written.
- Exceptional interpersonal, customer service, liaison and project management skills.

Manager, Performance Ad Operations

November 2016 – present

ADCOLONY, San Francisco, CA

- Managed a team of direct reports: three ad operations managers and one technical account manager
- Strategically aligned operations resources with organization's needs to drive incremental revenue
- Planned and executed on initiatives to evolve the Ad Operations role within the organization
- Collaborated with Product and Engineering on automation projects and process improvements
- Worked closely with Account Executives and Account Managers to launch and later optimize mobile video ad campaigns
- Provided internal and external clients with detailed campaign analysis, including performance summary and optimization recommendations
- Analyzed campaign and publisher performance, identifying trends and areas of opportunity
- Responsible for training new employees on ad server UI and Ad Ops processes

Ad Operations Manager

January 2014 – November 2016

TAPJOY, INC., San Francisco, CA

- Managed all post sales activity for assigned advertising accounts, including: integration, troubleshooting, trafficking, account management, optimization, campaign revisions, etc.
- Scheduled and maintained ad delivery for all online advertising campaigns using Tapjoy's proprietary ad server
- Optimized campaigns to ensure full delivery.
- Communicated with advertisers/agencies on creative and performance issues, proved suggestions to optimize conversion rates and delivery.

Client Services Manager, Attribution

April 2013 – November 2013

EXPONENTIAL INTERACTIVE, Emeryville, CA

- Ran beta test program for new marketing software solution.
- Managed end to end relationship with multiple client accounts from onboarding, data management, analysis, consultation, and implementation of recommendations.
- Analyzed and visualized findings from attribution analysis.
- Produced final client reports and presentations.
- Provided input on product strategy based upon client needs.
- Defined and documented client management processes.

Operations Manager, Real Estate

March 2013 – April 2013

Senior Manager, Advertising Operations and Channel Sales.

March 2012 – March 2013

Account and Channel Sales Manager

March 2007 – February 2012

HOMEgain.COM, San Ramon, CA (Acquired by Reply! February 2013)

- Managed strategic partnerships that yield approximately \$1.5 million in annual revenue including advertisers, direct customers, resellers and affiliates.
- Responsible for all advertising operations including sales, inventory management, implementation, trafficking and optimization of campaigns.
- Identified new potential partners, establish and build relationships, negotiate terms, closed deals and provided support in the integration process.

EDUCATION

UNIVERSITY OF ARIZONA

ELLER GRADUATE SCHOOL OF MANAGEMENT

M.B.A., Entrepreneurship & Finance

UNIVERSITY OF CALIFORNIA, SAN DIEGO

B.A. - Economics

INTERESTS AND ACTIVITIES

- Curling, Member of the San Francisco Bay Area Curling Club
- Raising awareness and fundraising for ALS (Golden West and Bay Area Chapters)
- Photography