

D i n e s h T h a n g a p p a n



To obtain a responsible, challenging, and awarding position in a reputed Organization with an established track record where my skills and technical abilities can be utilized.

SKILLS

- **Programmatic Advertising**
- Expert
- **Social Media Marketing**
- Expert
- **DoubleClick for Publishers (DFP)**
- Expert
- **DoubleClick Campaign Manager (DCM)**
- Expert
- **DoubleClick Bid Manager (DBM)**
- Expert
- **Google Adwords**
- Expert
- **Google Analytics**
- Expert

EDUCATION

☒ **Bachelor Degree in Electronics and Communication engineering**

Anna University / Chennai

2011

Subjects studied, dissertations / theses rendered, specialisations, associations

WORK EXPERIENCE

DIGITAL MARKETING MANAGER

Jul 2018 / In progress Holiday

Factory / Dubai

Working as a Digital Marketing Manager. Managing a team of 5 members. Responsible for increasing the revenue to the company. Managing all the digital Activities of the company. From Design till Billing. Launching campaigns in different platforms, working with Agency and different technology. Constantly seeking new technology to reach the audience.

- ◆ **Google Search**
- Intermediate
- ◆ **YouTube Server Management**
- Expert
- ◆ **Supply Side Platform (SSP)**
- Expert
- ◆ **Demand Side platform (DSP)**
- Expert
- ◆ **Adobe Photoshop**
- Intermediate
- ◆ **Appnexus Exchange**
- Expert
- ◆ **AdapTV Video Exchange**
- Expert
- ◆ **Everyscreen Exchange**
- Expert
- ◆ **Bluekai Pixel Data Console**
- Expert
- ◆ **Affiliate Marketing**
- Advanced level
- ◆ **Has Offers Affiliate Marketing Tool**
- Expert
- ◆ **PLY Media Exchange**
- Expert
- ◆ **Verta Media SSP**
- Expert
- ◆ **Comscore Pixel**
- Intermediate
- ◆ **OpenX Adserver**
- Expert

SENIOR ADO PS EXECUTIVE

Nov 2016 / Jul 2018

Bates Pan Gulf - Max / Dubai

Worked as the Senior Adops guy in the Ad Agency. Managing all the client's campaigns. Sitting with the Sales Executive and preparing the media plan based on the client's budget. Working with different publishers, Ad networks, clients, etc. Responsible for delivering the campaigns. Handling the Oracle Programmatic platform (Blue Kai).

CAMPAIGN MANAGER

May 2016 / Nov 2016 Media

White FZ LLC / Dubai

Worked as a Team leader and Campaign Manager. I was handling Affiliates Marketing campaigns. Working in Has Offer platform. Responsible for increasing the Conversions, bringing new affiliates, connecting with ad networks. Worked in Supply Side platforms like, Verta Media, Ad Meta, Ply Media, Cedato, Velti Mgage.

SENIOR ADO PS ASSO CIATIVE

Jun 2015 / Apr 2016

Collective Media Pvt. Ltd. / India

Worked in different ad exchange. Double click bid manager, Appnexus, AdapTV & Everyscreen. Launching campaigns in different platforms and optimising it. Sending screenshots to the client and reports.

SENIOR ADO PS SPECIALIST

Nov 2013 / Jun 2015

2Adpro Media solutions Pvt. Ltd. / India

I was the Team leader managing 8 members of the team. Working for a UK Publisher, managing their campaigns, reports, screenshot and optimising the campaigns. Allocating the campaigns among the team members.
Ad server I was working on: DFP.

AD TRAFFICKE R

Jun 2012 / Nov 2013

Yume Advertising Pvt. Ltd. / India

Worked as an Ad Trafficker in Yume Video Advertising Ad network. Managing video campaigns, optimizing and sending

- ◆ **My6Sense Native Advertising Tool**
- Expert

LANGUAGES

- ◆ **Tamil**
- Native
- ◆ **English**
- Native
- ◆ **Russian**
- Intermediate

INTERESTS

- ◆ Traveller
- ◆ Video Logger (Vlogs)
- ◆ Youtube Channel Management (Nallavai)
- ◆ Pianist
- ◆ Violinst

screenshots to the client, Reporting campaign performance. Creating a Media plan for the clients based on the Forecast reports.

Ad Server I was working on: Yume Ad server, DFP

ADOP S ANALYST

Jul 2011 / Jun 2012

Paragon Digital Services Pvt. Ltd / India

Worked for a Publisher having 27 websites. I was responsible for running all the ads on those websites. Launching campaigns, optimizing the campaigns, sending reports and screenshots.

Ad Server I was working on: DFP, Helios IQ - Adtech