ARPITA MISHRA

Campaign Manager

CONTACT

- 📞 9007366714
- ✉️ arsh161016@gmail.com
- 📍 Bengaluru
- 🌐 LinkedIn: arpita-mishra

EDUCATION

2017-2020

NARULA INSTITUTE OF TECHNOLOGY

- Bachelor's of Business Administration

- Certifications:
1. Yahoo DSP Certification
2. Digital Marketing

SKILLS

- Programmatic Advertising
- DSPs and SSPs Management
- Campaign Setup and Execution
- Performance Optimization
- KPI Monitoring and Reporting
- Data Analysis and Insights
- Quality Assurance Processes
- Client Relationship Management
- Cross-Functional Collaboration
- A/B Testing and Experimentation
- Strategic Campaign Planning
- Ad Operations Management
- Creative Tracking and QA
- Custom Pacing Reports
- Campaign Troubleshooting
- Performance Metrics Analysis

LANGUAGES

- English
- Hindi
- Bengali

PROFILE SUMMARY

Ad Operations Specialist with experience in digital campaign creation, execution, and quality assurance on platforms like Google Marketing Platform (GMP), Google Ads, DV360, and Yahoo DSP. Expertise in programmatic advertising, including audience targeting, bid optimization, and inventory management across Demand Side Platforms (DSPs). Recognized for maintaining over 100% productivity with quality ratings of 100% and 99.37%, improving operational efficiency and accuracy. Awarded for managing additional responsibilities at 127.6% productivity with a 99.95% quality score. Skilled in pacing and custom wrap reports, QA pre-QC tasks, KPI analysis using tools like Google Analytics, and providing strategic insights that enhance campaign ROI, performance, and client satisfaction.

WORK EXPERIENCE

Regalix

Ad operations Analyst   JUNE 2024-DECEMBER 2024

- Coordinated and managed end-to-end digital ad campaigns, ensuring alignment with client objectives and seamless execution to achieve campaign goals.
- Developed, implemented, and optimized programmatic advertising strategies across platforms such as DSPs, SSPs, and Ad Exchanges.
- Monitored and optimized campaign performance, leveraging tools like Salesforce, Reddit, Andrelytics AI, and Spiketrap to meet client KPIs and goals.
- Served as the main point of contact for clients, providing performance reports, regular updates, and strategic recommendations to enhance ROI and client satisfaction.
- Conducted A/B testing and experimented with new tactics to improve campaign outcomes and effectiveness.
- Managed QA pre-QC tasks, including screenshot decks, creative tracking, and quality assurance insights.
- Developed and delivered comprehensive pacing, custom metrics, and performance reports to support data-driven decision-making.

Yahoo

Associate Network Quality Optimization Specialist   DECEMBER 2021-JANUARY 2024

- AManaged and optimized campaigns across programmatic platforms, applying in-depth knowledge of display advertising processes to align strategies with client goals and industry best practices. Collaborated with account managers and campaign managers to ensure smooth campaign setups and thorough quality checks.
- Led structured QA processes to identify and resolve campaign issues, conducting root cause analyses and maintaining detailed documentation to improve operational efficiency and guide the development of best practices.
- Created comprehensive dashboards and performance reports to monitor campaign trends and KPIs, enabling data-driven optimizations and supporting strategic decision-making for improved ROI and client satisfaction.

Accenture   FEBRUARY 2021-SEPTEMBER 2021

Content Moderator

- Investigated reported content issues, ensuring adherence to policies while maintaining productivity and quality standards.
- Improved online content safety and quality through comprehensive reviews and policy enforcement.
- Managed additional responsibilities with exceptional productivity and quality, earning accolades for contributions to team success.

ACHIEVEMENTS

- Mentored a colleague under a Performance Improvement Plan, achieving a 95% performance improvement in one month.
- Improved campaign efficiency by identifying and resolving critical errors during QA processes, leading to increased client satisfaction.
- Delivered consistent top-tier performance metrics, earning recognition for exceptional productivity and quality contributions.