**ARFATHBASHA**

**Mail:**[**ARFATHBASHA.373073@2freemail.com**](mailto:ARFATHBASHA.373073@2freemail.com)

**CAREER OBJECTIVE:**

To further expand my already well-established career in the Online Advertising, Digital Marketing sector. I wish to utilize my Ad Trafficking and management skills and experience to achieve solid results for small, medium and large companies.

**PERSONAL SKILLS:**

Willingness to learn, ability to cope and work with people in groups, leadership quality, believes in teamwork, friendly behaviors.

**EXPERIENCE:**

**OMNICOM MEDIA GROUP – ANNALECT INDIA, BANGALORE**

* As a **Digital Advertising Trafficker** from **Jul 2017** to **Present.**

**ABOUT ANNALECT**

* Annalect provide you with a data driven marketing strategy, powered by a connected system of technology, analytics and consultants.
* Empowering and enabling teams to deliver on the ultimate promise of marketing – Understanding what makes your customers tick and communicating on a one-to-one basis with those customers at scale, requires the right data infrastructures.

**About my role in company:**

* We are responsible for all digital post-sales advertising campaign coordination including ad trafficking and technical support.
* Setting up display and video assets in Freewheel, monitoring campaign performance, communicating campaign status, collecting creative assets and ensuring they meet technical specifications, testing online ads, troubleshooting online ad issues.

**Process Details:**

* QA of trafficking sheets (Identification and remediation of issues)
* Uploading creative files into the ad server. (DCM)
* Assigning creative’s to appropriate placements as detailed in the trafficking sheet.
* Implementations of additional ad tracking codes, tracking pixels.
* Generating ad tags and tracking pixels from DCM & Atlas ad servers.
* Ad tags, Creative QA & Creative swaps (Identification and remediation of issues)
* Distributing ad tags to the media teams.
* Generating and implementing site event tags within client’s “Floodlights” & tag management systems.

**PARAGON DIGITAL SERVICES PRIVATE LIMITED, CHENNAI**

* As a **Junior AdTrafficker** from **AUG 2014** to **JUL 2017. (**Around 3 Years**)**

**Achievements:** Got the award **Best Employee of the Year 2015**.

**ABOUT PARAGON DIGITAL SERVICES**

* Paragon is a full service company that provides technology, consulting, ad operations, creative and software services for the digital advertising market.

**About my role in company:**

* Online advertisement creative handling various online media channels like ad-operations, ad network services, quality checking.
* Trafficking site tags for the clients, who likes to serve ad’s through these various ad servers.
* Uploading creative’s into various third party ad servers like AppNexus, DBM, DFP, The TradeDesk, and Force.
* Systematic reporting to clients by daily, weekly/monthly basis (ad status report, under delivery reports, no delivery reports), inventory reports & pre-QA reports from various consoles like DBM, Innovid, Facebook Business Manager and Double Verify.
* Set up the campaign before the deadline and pursuing good relation with clients.

**Trouble shooting delivery issues:**

* Implement, schedule and deliver advertising campaigns.
* Obtain, review and approve creative materials.
* Test creative, click-through URL’s, action tracking, etc...
* Oversee proper implementation of ad tags and campaign delivery.

**Report details:**

* Availability forecast report
* Impression report
* Site level targeting report
* Ad status report
* Overall performance report

**Live Screenshots:**

* Grabing screen shots of the ad in a particular site to the advertiser, where the ad will be published.

**TEACHING ASSISTANT:**

**MOUNT PARK HR SEC SCHOOL, VILLUPURAM**

* Served as an English/ Science teacher for 10th STD from **OCT 2013** to **AUG 2014**.
* Got **Best teacher award**.
* Making use of deferent technique for attaining the goal of the organization.

**AREA OF INTEREST:**

AD-OPERATION

**EDUCATIONAL QUALIFICATION:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **EXAMINATION** | **INSTITUTE** | **BOARD/**  **UNIVERSITY** | **YEAR OF PASSING** | **% (or) CGPA** |
| B.E(ECE) | Ranippettai Engineering College | Anna University | 2013 | 78.67% |
| HSC | Govt.Hr.Sec.School,  Elavanasur. | State board | 2009 | 78.83% |
| S.S.L.C | Govt.Hr.Sec.School,  Elavanasur. | State board | 2007 | 84.2% |

**PERSONAL STRENGTHS:**

* Being an open minded person to everyone.
* Devotion to duty, self motivated.
* Believe in myself.

**PERSONAL DETAILS:**

Gender : Male

D.O.B : 18.06.1992

Nationality : Indian

Hobbies : Listening music, Gardening, Playing Indoor Games.

**DECLARATION**

I hereby declare that the information furnished above is true to the best of my knowledge and beliefs.