

469 - 888 - 3110
997kat@gmail.com

KAYLA THOMAS

ADVERTISING OPERATIONS SPECIALIST

PROFILE INFO

A media enthusiast who will provide compelling digital marketing to improve performance, productivity, and profitability. Someone who's looking for an opportunity to work with senior management to develop corporate marketing plans and enhance branding goals.

EDUCATION

**Master of Science
Data Marketing
Communications**

West Virginia University

**Bachelor of Science
Interactive Digital Media:
New Media**

Northwest Missouri State
University

MY EXPERTISE

- Google Analytics & Ads •
Certified
- HTML, CSS, Javascript •
- UX/UI, SEO, A/B Testing •
- Facebook/Instagram Ads •
- Adobe Creative Suites •

WORK EXPERIENCE

**May 2022 -
Present
Mediassociates**

Advertising Operations Specialist

- Executes ad trafficking within the ad server, and facilitates campaign creation for Traders within DSPs
- Establishes and audits client conversion tracking setup, and utilizes tag management software
- Audits client's creative to ensure best practices are followed and technical requirements are met by ad server/publisher prior to campaign launch
- Creates and analyzes customized client reporting while offering optimization recommendations

**May 2021 -
May 2022
Trader
Interactive**

Ad Operations Specialist 1

- Set up, trafficked, and managed ad campaign delivery via ad scheduling and order management software suite
- Monitored campaign delivery and recommended campaign impressions, clicks, products & order strategies derived from report analysis
- Exercised discretion and judgment to identify, determined the course of action to rectify issues, communicated, and lead correction of deficiencies in our systems and processes

**October 2019 -
May 2021
Sinclair
Broadcast
Group**

Digital Sales Coordinator

- Gathered DFP reports monitoring campaigns for performance and inventory tracking
- Designed graphics for digital marketing campaigns