

SAKTHI PORKALA N

ANALYST - AD OPERATION

CONTACT

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EDUCATION

2019 - 2022

CTTE COLLEGE FOR WOMEN

- BSC COMPUETR SCIENCE

SKILLS

Technical skills:
POD Management, Campaign
Creation, Campaign
Strategies, Trafficking,
Optimization, and Pacing

Tools: ADS Manager (Uber), WoK
(Uber), ADS Nucleus (Uber), and
DCM, Meta ADS, Google ADS, MS
EXCEL, Word, PowerPoint)

Other Skills : Quality
Checker, Time Management,
Planning and Decision Making

LANGUAGES

- Tamil (Native)
- English (Full professional
Proficiency)

OBJECTIVE

To leverage over of 2+ years of experience in Ad Operations to manage campaign effectively, optimize performance, and contribute to the growth of the organization while enhancing my professional skills.

WORK EXPERIENCE

Analyst - AD Operation at lopex Technologies

Apr 2023 - Present (2.5 Years)

Key result Areas :

- End to End Campaign Management which includes Review of Insertion Orders, Campaign setup, Creative Trafficking, Monitoring Campaigns, troubleshooting and reporting.
- Good understanding in online ad campaign metrics and analysis, including CPM, CPC and CPA advertising models
- Optimized and analyzed campaign performance as per KPIs.
- Daily monitoring of campaign delivery to avoid revenue loss, under delivery, and over-delivery using Optimization log and pacing report.
- Experienced in handling high-priority and troubleshooting issues.

Roles and Responsibilities :

- Helped manage and supervise the Ad operation team.
- Worked as a Quality Analyst person in the team.
- Provided regular training and monitoring for the team.
- Maintained Task Queue Management within the team.

EXTERNAL CERTIFICATION

- Google Ads measurement certification
- Campaign Manager 360 Certification