

**jean-ludovic
albany**

digital media
operations



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Work Experience

2013 - 2015 : Data and Traffic Management, **MEC Global** (outsourced by Ad Novia)

- + Dedicated to Blizzard Entertainment EMEA (27 countries).
- + In charge of Dashboard creation project and reporting
- + Consulting on integrating a DMP solution (RocketFuel)
- + Tag and campaign management, solving tracking issues

2013 - 2013 : Senior Traffic Manager, **Voyages-sncf.com** (outsourced by Ad Novia)

- + Organization and prioritization of sponsorship placements
- + Advertiser campaign trafficking on publisher's side
- + Reporting and yield consulting

2012 - 2012 : Head of Ad Operations, **Starcom Mediavest**

2010 - 2012 : Head of Ad Operations, **My Media**

- + Manage P&L for ad operations, negotiate cost with vendors
- + Advise clients on tracking and solve reporting issues
- + Team management and software training
- + Product & tools follow-up
- + Program and maintain advertiser campaign
- + Create tools using API

2009 - 2010 : House Ads Campaign Manager, **Microsoft France**

- + Setup campaign for all Microsoft's licenses on Microsoft Network
- + Negotiation of the best placements available for Microsoft's products
- + Reorganization of House Ads
- + Optimization of broadcasting and maximization of inventory yield
- + Analysis of campaigns and reporting to the Marketing and Communication department

2008 - 2009 : Tracking and Data Manager, **Isobar**

- + Trafficking and managing of on-line advertising campaigns
- + Analysis of campaign performance and identification of campaigns requiring optimization
- + Creation of a custom tool with all of the publisher's technical specs

2004 - 2007 : Entrepreneur : Communication & Production, **Pictogram**

Skills

Ad server : Atlas, DoubleClick (DFA, DFP), Sizmek, Tradedoubler, Weborama

Software : Office, Adobe Creative Suite

Other : HTML, CSS, Javascript, PHP, MySQL

Education

Professional bachelor communication project manager 2007-2008 - ISCPA - Paris

Multimedia communication 2005-2007 - IESA - Paris

Advanced technician certificate "corporate communication" 2002-2004 - ISCOM - Montpellier