



Kevin Marsh

AD OPERATIONS EXECUTIVE

CONTACT

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SKILLS

- Campaign development
- SAS360 Ad server and Google ads.
- Google Ad Manager
- DV360
- LinkedIn Campaign Setup
- Facebook Campaign Setup
- Email Marketing
- Wordpress
- Moz
- SemRush
- Power point
- Canva
- Google Sheets
- Microsoft Excel

LANGUAGES

English
French
Arabic
German

EDUCATION

Civil Engineering
San Jose State University

Masters in Digital
Marketing
Northeastern University

SUMMARY

Hardworking Marketing Specialist with demonstrated knowledge of campaign management. Brings 2.5 years of marketing experience along with decisive and hardworking approach. Talent for devising creative strategies. Highly-motivated employee with desire to take on new challenges. Strong work ethic, adaptability and exceptional interpersonal skills. Adept at working effectively unsupervised and quickly mastering new skills.

EXPERIENCE

AD OPERATIONS EXECUTIVE

Deloitte Apr 2021 - Present

- Perform all duties of ad operations including trafficking, troubleshooting, campaign optimizations, and reporting
- Developed and executed Google Ads, SAS360 and LinkedIn campaigns to support business objectives.
- Identified areas of opportunity in client accounts through analysis of account metrics such as CTR, CPC, CPA.
- Managed all aspects of account setup including tracking codes, conversion pixels, bid strategies
- Conducted competitor research to determine best practices for targeting and optimization strategies.
- Generated weekly performance reports for clients detailing campaign results.
- Implemented various tactics such as dynamic search ads and remarketing lists for search ads.
- Created, monitored, and optimized keyword bids across multiple accounts.
- Perform quality assurance checks and debug issues with campaigns to ensure that line items and creative have been set up correctly and are delivering across all platforms and devices.
- Assist with documenting, updating and maintaining trafficking and work-flow procedures for client accounts
- Maintained up-to-date knowledge on the latest trends in digital advertising industry through attending conferences and reading relevant blogs and articles.
- Identify workflow inefficiencies and address ideas to improve the ad ops process

Weekly Ad Resume Template Compare

**Stephan Fuchs, Guido Werner, Se-Ran
Jun, Edward Feil, Kristin Hegstad, Yang
Wang**

Weekly Ad Resume Template Compare:

Advertising in Poland and Germany - A Comparison Sotirios Dramalis, 2006-07-17 Research Paper undergraduate from the year 2005 in the subject Business economics Offline Marketing and Online Marketing grade 1 8 University of Cooperative Education Mannheim Berufshochschule Mannheim Staatliche Studienakademie course International Marketing language English abstract Both number of advertisers and expenses for advertising have rapidly increased in Poland in the last years From 1993 to 1994 advertising expenses grew from 299 to 469 million dollars Continuous economical reforms and expenditure further contributed to this growth Consequently the case of Poland provides an ideal opportunity to study the impact an economy's stage of development has on advertising management West Paliwoda 1996 p 82 Poland also offers huge potentials for its neighbouring countries which is especially true for Germany From a German perspective it is eminently important to understand the differences between the German and the Polish culture as culture has a major impact on advertising and communication The above justifies and is reason enough to have a deeper look at the Polish advertising market with reference to Germany Therefore these issues will be dealt within the following study paper It starts with theoretical background information on advertising and then continues with a secondary statistical analysis of major advertisement conditions in the Polish and German markets This involves comparing the legal framework and general infrastructure advertising agencies media for advertising in the two countries Furthermore the attitudes of Poles and Germans towards advertisement will be explained as well as the influence the Polish and German cultures have on advertising appeals The comparison concludes with an outlook on the further development of the advertising markets in Germany and Poland by stating potential similarities and differences **FCS: Advertising & Promotions L4**, 2009

Resumes For Dummies Joyce Lain Kennedy, 2007-02-26 Is your job search stalling out after you submit a resume but before you're offered an interview With reinvented recruiting technology unmanageable millions of resumes choking employer databases and government mandates in the name of diversity a gigantic change has occurred in the recruiting world over the past several years and it demands a fresh look at how you write and market your resumes Whether you're entering the job market for the first time changing jobs or changing careers Resumes for Dummies 5th Edition will show you the ropes and rules for a new era in recruiting and job finding With 85% new content added since the previous edition this up to date guide gives you the very latest strategies on how to create and more importantly distribute your resume in today's new job search environment You'll learn Why most generic online resumes fail How to customize resumes for each job opening New quick ways to find the right jobs How to use meta search engines to your advantage Why both digital and print versions of resumes are still needed How to use resumes interactively The resume basics that still knock 'em dead How to create resumes for your life's changing phases What to do after you send them your resume With a wealth of sample resumes organized by industry and career field experience level and age and special circumstances along with tips on choosing

professional resume help and other valuable resources Resumes for Dummies 5th Edition will help you get noticed in a universe saturated with billions of resumes and more on the way

Teaching Communication, Skills and Competencies for the International Workplace Julio Gimenez,2023-06-27 Backed by evidence and research this practical book presents an innovative yet comprehensive approach to teaching non native English speakers the main communication and cultural competencies that are required to succeed in an international English speaking workplace Each unit includes strategies for teaching key skills tasks to encourage reflection and notes on relevant cultural and technological issues Practical features in each unit include lesson plans and materials insights from research extension tasks reflection activities and further readings Supported by current learning theories key teaching methodologies and assessment materials the chapters address the challenges that non native English speakers may face in the international English speaking workplace Areas of focus include Job hunting Job applications Interviews Interpersonal written and spoken communication Performance appraisals Applying for promotions Written for pre service practicing and future teachers with specific guidance for each role this is an essential resource for all educators who want to confidently address the challenges that non English speakers may encounter at work including linguistic proficiency cultural awareness and the use of technology

Federal Register ,2012-03 **Marketing Research Report** ,1959 *Comparison of National and Regional Unification of the Law of Sales and Possibility of Their Harmonization* International Association of Legal Science,1964 Bacterial Pathogen Genomics: Recent Achievements, Current Applications and Future Challenges Stephan Fuchs,Guido Werner,Se-Ran Jun,Edward Feil,Kristin Hegstad,Yang Wang,2022-08-02 *Genius, Fame and the Comparison of Races* Charles Horton Cooley,1897 **The Publishers Weekly** ,1919 **Bradstreet's Weekly** ,1891 **Music Trades** ,1923 **Engineering Mechanics Devoted to Mechanical Civil, Mining and Electrical Engineering** ,1882 *The Presbyterian* ,1897 *American Aviation* ,1951 Issues for include Annual air transport progress issue **A Dictionary of Christian Antiquities** Sir William Smith,1880 The Electrical World ,1898 **A Dictionary of Christian Antiquities: Kal-Zoe** William Smith,Samuel Cheetham,1880 A Dictionary of Christian Antiquities William Smith,Samuel Cheetham,1880 *Advertisers Weekly* ,1928

Reviewing **Weekly Ad Resume Template Compare**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**Weekly Ad Resume Template Compare**," an enthralling opus penned by a highly acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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