

# Arvin Stewart

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## SUMMARY

Highly analytical and adept in programmatic ad ops, with over 5 years of experience in trafficking, optimizing, and managing campaigns with a budget totaling over \$2MM. Excel at streamlining and automating the campaign management process to ensure client obligations are met and agency profit margins are maintained. Possess a unique blend of technical expertise and tactical planning, driving performance improvements and operational efficiency.

## EXPERIENCE

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### INFORMA ENGAGE | *NEW YORK, NY*

March 2023 - Present

#### **Programmatic Campaign Analyst**

*Own and lead all programmatic analysis and management, driving the advancement and application of new optimization strategies to meet and exceed goals for all audience extension advertising programs*

- Develop and implement comprehensive programmatic campaign strategies, encompassing data analysis, trafficking, optimization, and rigorous quality control (QC), within a data monetization framework.
- Achieve a 5x year-over-year increase in client KPI performance while reducing media spend by over 50% through strategic optimizations and data-driven insights.
- Mentor and train department managers and junior team members on advanced programmatic ad operations, including HTML5 and VAST/JavaScript creative trafficking, campaign QA, and delivery troubleshooting.
- Design and maintain sophisticated Excel-based data analysis tools, integrating multiple data sources to deliver actionable insights that scale operational efficiencies.
- Cultivate and utilize strong publisher relationships to secure premium inventory through PMP and PG agreements, optimizing for impactful placements.
- Lead and mentor a direct report, managing onboarding, training, and quality assurance for the full lifecycle of programmatic campaigns

#### **Programmatic Ad Trafficker**

- Develop overall programmatic strategy for campaign management, data analysis, trafficking, optimizations and quality control (QC)
- Plan and implement the activation and management of programmatic and paid social campaigns across multiple DSPs and platforms including StackAdapt, Amobee, LinkedIn and Meta)
- Act as a point of contact for internal and external stakeholders for programmatic campaigns
- Efficiently traffic and manage 100 - 250 campaigns monthly on various programmatic and paid social platforms, maintaining a 100% on-time delivery rate and achieving above KPI campaign performance
- Manage CTV campaigns resulting in 50% decrease in media spend by employing various bidding strategies to decrease CPCV and other relevant metrics
- Optimized media spend across display, native, video, and CTV channels, reducing costs by over 50% while maintaining strong performance.
- Conduct workshops and trainings on all programmatic processes including creative trafficking, campaigns management, pixel implementation, budget and performance optimizations
- Develop and implement streamlined optimization and QA processes using advanced Excel, increasing overall campaign performance & on time campaign delivery to 99%, an increase from 75% prior to implementation

- Develop detailed process documents for trafficking campaigns, 3rd party tags (Sizmek, INS, Flashtalking etc), troubleshooting and optimizations
- Successfully troubleshoot and resolve 100% of technical issues, minimizing campaign disruptions and ensuring pacing and performance
- Complete ad hoc assignments such as planning and creative development and editing, custom reporting

## **FREELANCE | *REMOTE***

September 2022 – April 2023

### **Programmatic Ad Ops Consultant**

- Provide consultative and strategic feedback to mid-senior level advertisers on trafficking, optimization, and campaign management
- Design and develop solutions to streamline campaign optimizations using advanced Excel functions and macros
- Analyze large dataset to identify and develop strategies to limit discrepancies related to 3rd party ad servers (Celtra, Sizmek and DCM) and ad verification (IAS and Double Verify)
- Develop methodologies for forecasting campaign performance using historical data and A/B split testing

## **MOBILEFUSE | *REMOTE***

January 2022 – September 2022

### **PROGRAMMATIC TRAFFIC & ANALYST**

- Set up and managed campaigns on DSPs including Xandr/AppNexus and other proprietary DSPs; identifying the appropriate targeting sets for multiple creative types including rich media, standard banners, preroll & CTV; and implementing 3rd party pixels and other javascript code
- Streamlined the campaign optimization and monitoring process to exceed client KPIs for CTR, ROAS, Reach, VCR, CPC, Visits etc.
- Used complex Excel functions and macros to consistently analyze campaign performance to identify trends and make actionable decisions resulting in agency wide adaptation of new methodologies for optimizing
- Fulfilled 100% of contractual obligations to clients in regards to pacing, delivery goals, start/end dates, targeted geo and budget
- Simultaneously managed 25+ campaigns with budget totaling over 2MM including six (6) key accounts with above KPI performance
- Developed methodologies to decrease discrepancies for viewability, tracking, delivery etc.
- Collaborate cross functionally with account management, sales, technical operations and the engineering teams to run effective campaigns to maintain and build client relationships, fulfill contractual obligations and help with the overall growth of the company
- Attained client KPI by implementing multiple optimization strategies including A/B split testing, multiple bid strategies, 1st and 3rd party data targeting, analyzing historical and real-time performance data

## **FREELANCE | *REMOTE***

March 2018 – December 2021

### **DIGITAL MARKETING SPECIALIST**

- Trafficking & managed campaigns on Google Ads for lead generation
- Incorporate deep understanding of the programmatic advertising ecosystem to develop technical specifications for mobile, video and display ads on the Supply-Side Platform (SSP)
- Develop and maintain Wordpress website using Elementor, TagDiv, various plug-ins, HTML5, CSS and basic JavaScript along with the installation and placement of Facebook tracking pixels, ads, and Google web analytics tools

## EDUCATION

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September 2011

*NEW YORK UNIVERSITY | NEW YORK, NY*

- Major: Literacy Education

**Masters of Arts in Literacy Education**

May 2010

*BROOKLYN COLLEGE | BROOKLYN, NY*

- Major: English Education

**Bachelors of Arts in English**

May 2008

*BOROUGH OF MANHATTAN C.C | NEW YORK, NY*

- Major: Liberal Arts

**Associates of Arts in Liberal Arts**

## SKILLS

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- StackAdapt Certifications: **B2B Cert; Platform Cert; Basic Programmatic Cert**
- Advanced technical skills, digital marketing, web development, expert in MOS Inc. Excel, Campaign management