Kelly Chan
Email: kelly.11.chan@gmail.com PH: (415) 823-0785

Profile

Kelly is a highly motivated, data driven, and energetic professional with 10+ years' experience in the advertising and marketing technology industry. Proven ability to approach large projects and establish best practices to streamline work geared towards products. She specializes in creative strategies, driving client goals forward, and managing accounts at the highest level of support.

Achievement & Skills

- Extensive knowledge of agile product lifecycles and project management softwares.
- Strong experience in JIRA, SQL, Slack, Skype, Hive, and SAAS.
- Collaborate with sales, engineering, product, marketing, and data operations teams on sprint cycles for product and UI releases.
- Strong knowledge on digital advertising ecosystems and marketing technology platforms (ad servers, attribution, web analytics, etc.)
- Monitored campaign performance and identified areas for improvement and customer retention.

Education

- San Francisco State University, Graduated with a Bachelor's Degree in Business - Marketing
- Completed 35 hours of Project Management courses at UC Berkeley extension.

Experience

12/19-03/20   Travel Sabbatical
- Break to travel domestically and internationally.

05/17 – 10/19   Neustar   San Francisco, Ca.
Lead Solutions Architect, Marketing Solutions
- Provides strategic recommendations and solutions on Neustar's customer attribution software/services relative to client's marketing and business goals.
- Collaborate and provide technical input and assign tasks for our engineering teams.
- Create and translate business requirements into technical use cases and data flows.
- Develop and design data flows that align client needs and requirements with products sold.
- Oversee the implementation and ongoing delivery of Neustar's marketing measurement solution.
- Identifying and gathering data from various sources, understanding the client's business, and shepherding the modeling process.
- Manage the day-to-day relationship with client stakeholders (including communication, data investigation tasks, enhancement requests, etc.)
- Train customers on UI and mentor junior SAs and internal team members.
- Create the Technical Requirements Document for client approval.
- Establish strong client relationships by understanding the account strategy to further enhance technical and tactical efforts.
- Execute on implementations by analyzing data integrations, data quality, partner integration requirements, tag deployment, etc.

- Provide knowledge of API and integration best practices and work in agile software development principles.
- Refine processes by providing insight and client feedback and documenting workflows and best practices.
- Experience in SDLC process from build, software configuration, testing, change control, and release and deployment activities.

06/15 – 5/17   Exponential Interactive   Emeryville, Ca.
Creative Solutions Manager
- Project-manage product issues and escalations in coordination with Support teams such as Engineering and Product.
- Identify, recommend, and communicate what is required from all parties to execute the project.
- Provide support to the sales/account team on technical specs and ad product functionalities.
- Work closely with the product and engineering team to add new ad features, troubleshoot and refine products.
- Manage expectations with clients and internal teams regarding all aspects of the project.
- Research and implement new ad product features to add digital product lines.
- Attend client meetings and present VDX product demos.

01/12 - 06/15   YuMe, Inc.   Redwood City, Ca.
Sr. Project Manager, Creative Services
- Managed West Coast digital campaigns from low to high tier clients as well as vendor relationships for the creative services team.
- Scheduled workload, multi-task, and drive projects from concept to completion on-time and with minimal supervision.
- Project managed new mobile products launch with internal teams.
- Managed multiple creative components through design, production and approval processes and prioritized based on deadlines.
- Partnered with client's Creative Development Team to understand marketing strategies in order to execute creative assets that deliver on objective. This includes managing the design & production and obtaining all approval from legal and other internal parties as applicable.
- Regularly communicated project status, manage client expectations, deliverables and expectations at each milestone.
- Communicated priorities to all relevant parties to ensure timelines are respected.
- Train new Account Manager hires on guidelines and best practices.
- Mentored and onboarded junior project managers.
- Created ad specification documents for upcoming and existing mobile, online, and connected TV ad products.

09/11- 01/12   Meebo   Mountain View, Ca.
Campaign Manager (Contractor)
- Managed and created timelines for delivering assets, gaining client approval and managing internal resources.
- Managed post sale creative process, ensuring the full and expedient transfer of files between client and various teams across Meebo.
- Worked with AdOps and Creative teams to test creative execution, oversee follow-up and ensure smooth campaign delivery.

- Extensive weekly and post campaign reporting and made recommendations to boost performance.

09/10-04/11   Electronic Arts   Redwood City, Ca.
Ad Operations Specialist (Contractor)

- Executed projects for multiple EA properties such as Sims, EA Sports, Pogo.com, EA.com.
- Implemented online advertising campaigns across Electronic Arts web properties and platforms (including dynamic in-game advertising).
- Optimized ad campaigns and overall inventory utilization by regularly running 3rd party network reports and internal DART reports, and analyzing metrics such as eCPM, in order to effectively prioritize campaign delivery.
- Monitored campaign delivery and ad quality regularly, making changes per advertising policy as requested by the sales team.
- Worked closely with internal marketing teams to manage, schedule, optimize and provide reporting for house ad campaigns.

02/10-09/10   Miniclip America   San Francisco, Ca.
Ad Operations Manager

- Created and managed media time reservations calendar for sales team.
- Monitored campaign performances by tracking and accurately reporting trends across networks.
- Intimately worked with cross functional teams throughout the sales process.
- Execution ownership of ad campaign configuration and setup (IOs, creatives, tags, pixels, etc.), including proactive review to catch errors and issues before campaign launch.
- Communicated with the sales team on campaign performance and problems.
- Built processes, policies, provide standard status reports and other requests to enhance the organization.

07/08-02/10   CBS Interactive (formerly CNET Networks)   San Francisco, Ca.
Program Manager, Revenue Operations

- Created and trafficked accurate campaigns in ad delivery systems and implemented any necessary creative changes/optimizations.
- Trafficked, QAed, and scheduled creatives for over 8 websites.
- Monitored campaigns and ensure campaign delivery performance goals.
- Executed house promo advertising across CNET, Entertainment, and Gaming sites.
- Worked with cross functional departments such as inventory, rich media, ad-ops, marketing, and sales.