Dhanunjay

9581463069 | dhanunjay.m22@gmail.com | Hyderabad, Telangana

Summary

Dynamic and seasoned programmatic advertising expert proficient in DV360, Xandr, CM360, and adept in utilizing Adobe Analytics and Adobe Target. Recognized for optimizing campaigns with precise data analysis and unwavering dedication to upholding brand safety standards. Experienced in driving impactful results through strategic digital advertising initiatives.

Experience

Adobe Inc, | Bangalore, Karnataka
TECHNICAL AD OPERATION SPECIALIST II (CTH) | 02/2022 - 06/2022

- Debug and troubleshoot issues related to Adobe Cloud Debugger and Launch, ensuring timely resolution and minimal impact on user experience.
- Recommends best in practice channel performance indicators, the establishment of regular reporting to track success and deep insights to help stakeholders/marketing teams to improve customers' online experience.
- Regularly monitors, identifies, and analyses key website KPIs and trends and provides data-driven recommendations to improve user experience and site engagement rates.

HCl Technologies | Hyderabad, Telangana
Lead Engineer | 06/2021 - 11/2021

- Worked as Support Engineer for Google Ads, Bing Ads Search Engine and also acting as a backup lead for Analytics & API component.
- Worked with each stakeholder/product owner to understand web requests, identify the appropriate web KPIs to build reports, dashboards, and handle ad-hoc requests, perform quality checks to ensure that the implementation work has been completed successfully.

SutiSoft Pvt Ltd | Hyderabad, Telangana
DIGITAL MARKETING EXPERT | 02/2017 - 03/2020

- Utilized my expertise in Adobe Cloud Debugger and Launch to troubleshoot and resolve complex technical issues, minimizing downtime and optimizing user experiences.
- Conducted regular audits and reviews of Adobe Experience Platform Launch and Experience Platform Debugger configurations to identify and address performance bottlenecks, tracking discrepancies, and optimization opportunities.
- Create dashboards, workspaces and ad hoc Adobe Analytics reports showcasing present trends, progress rate against established KPIs, goals, and lead generation activities.
- Design and implement complex personalization campaigns using Adobe Target.
- Provide technical leadership in the implementation of A/B testing, multivariate testing, and other optimization initiatives.
- Central day to day client contact for programmatic campaign implementation and management.
- Implement, manage and optimize programmatic media campaigns on the DV360 and Xandr platform, ensure ad creative adheres to technical specifications and troubleshoot creative issues
- Communicate regularly with clients and stakeholders to keep them informed on campaign progress and results.
- Take responsibility for delivering against agreed KPI's and ensure to manage and exceed client performance and service expectations.

Digital Minds Software Sol's Pvt Ltd. | Hyderabad, Telangana
DIGITAL MARKETING ANALYST | 02/2016 - 09/2016

- Proven Ability to Execute Complex Advertising Strategies on DV360, Xandr, CM360 and The Trade Desk Platforms
- Collaborate with internal teams and external partners to develop and execute programmatic advertising strategies.
- Handled end to end DCM trafficking and troubleshooting Ad verification, brand safety and invalid traffic control measurements using 3rd party tools
- Analyze data and utilize insights to refine targeting and improve campaign ROI.
- Create and manage Google Ads campaigns across search, display, and video networks to drive conversions and increase ROI.
- Monitor and analyze campaign performance metrics to optimize campaigns for maximum ROI, including click-through rates (CTR), cost per click (CPC), and conversion rates (CVR).

Option Matrix InfoTech Pvt Ltd | Hyderabad, Telangana

SEO CONSULTANT(CONTRACT) | 06/2014 - 03/2015

- Google Ads: Managed and optimized search marketing activities, including Search, display and shopping advertising.
- Build strong SEO & Social media presence on Facebook and Twitter to increase brand awareness.

Black Apple Software Sol's Pvt Ltd | Hyderabad, Telangana
SEO ANALYST | 04/2013 - 02/2014

- Innovative SEO Manager with a Data-Driven Approach to Optimization
- Write impactful web content that improves brand perception and drives business growth.

Skills

DV360 Certified, Xandr/AppNexus, The Trade Desk - TTD, DCM Certified, Adobe Analytics, DMP - Oracle BlueKai, Integral Ad Science, DoubleClick Suite, Google Ads Certified, Adobe Analytics, Adobe Target

Education

Jawaharlal Nehru Technological University | Hyderabad, Telangana
Computer Science Engineering | 06/2012