

## POSITION TITLE: PLATFORM OPERATIONS SPECIALIST

LOCATION: BALTIMORE, MD OR NEW YORK, NY

### About the Opportunity

The Platform Operations team is responsible for working with clients both internally and externally to strategize, price and deliver compelling interactive media campaigns via a SaaS platform that achieves client objectives and leverages Videology's expertise in interactive online advertising. In addition, Platform Operations supports clients and Videology Sales to maximize client retention as well as owns the in-depth training and implementation of the platform into our clients' businesses, all while ensuring internal processes and requirements are met.

### Job Responsibilities

Platform Operations Specialist is responsible for the optimal strategy and execution of their clients' campaigns running in the Platform while ensuring overall business portfolio health. The role is also responsible for aiding in operational training and education of our top programmatic clients running media through the Videology SaaS platform. The Platform Operations Specialist works across multiple departments to ensure that client's needs are met through operational and technological advancements. Additionally, Platform Operations Specialists serve as subject matter experts, including providing input for new products/services and supporting strategic company initiatives.

This role includes responding to RFP's, managing campaign performance and reporting as well as identifying potential up-sell opportunities. As you become an expert in the Videology platform, you will be master planning, launching, optimizing, troubleshooting and analyzing video advertising campaigns. This knowledge will be used to educate, train, and support clients on a day to day basis.

- Cultivate and expand relationships within your client portfolio
- Jointly participate in regular office hours for training and support
- Grow client portfolio through opportunity identification, strategic client relationship management, and up-sell/cross-sell initiatives
- Cultivate client relationships
- Become an invaluable resource for clients and internal teams on all aspects of the Videology platform and the programmatic video industry
- Accountable for meeting/exceeding client needs, issues management and resolution, and escalation
- Execute day to day production tasks (campaign set up, launch, tracking & optimization)
- Interacts with clients and sales on a regular basis to provide updates on campaign performance.
- Strategize with Videology Sales Team on offerings/client approach and pricing discussions
- Work cross-functionally to procure appropriate inventory sources to match demand
- Quarterback campaign troubleshooting and optimization efforts, coordinating as needed with functional teams
- Responsible for all campaign analysis and reporting
- Ensure all client needs are met by offering training/support and fielding all campaign management, pricing and product-related questions
- Complete IO processing, invoice troubleshooting and EOM financial duties
- Provide UAT and feedback support on Videology products

### Minimum Qualifications

- Ability to apply a sales mentality and think strategically about growing account revenue quarter over quarter
- Proven experience developing customer relationships and fostering growth
- Understanding of marketing and digital advertising
- 1-3 years' operations, client facing, or advertising industry related work experience
- Strong analytical skills
- Ability to multitask and problem solve
- Knowledge of 3rd party ad serving and ad trafficking
- BA/BS in business management, economics, or operations preferred
- Expert in MS Word, PowerPoint, and Excel

- Superior verbal and written communication abilities
- High attention to detail
- Strong time management and organizational skills
- Good knowledge of MS Office packages, particularly Excel

### **Preferred Qualifications**

- Experience with SQL and other database management programs
- Degree in Engineering, Economics, Mathematics or a related field or demonstrated strength in such disciplines

### **Resume Submission**

Please submit your resume to [careers@videologygroup.com](mailto:careers@videologygroup.com) and denote the position title and location of the job you are applying for in the email subject line.