

Campaign Manager, USA

adsmobi is a mobile media buying platform that focuses on placing successful mobile campaigns for mobile advertisers. adsmobi delivers premium advertising traffic for advertisers through partnerships with leading mobile mediation and optimization platforms.

We have an immediate opening for a Campaign Manager, USA to join our ad ops team. As a campaign manager, you will be responsible for maintaining the delivery of adsmobi campaigns in your particular region, which includes all operational and delivery aspects, such as analysis of existing campaigns, reporting, and interaction with clients to ensure their satisfaction and upkeep their expectations.

Based in our New York Headquarter, the campaign manager will work closely with the ad trafficking team (who will be setting up and testing the implementation of the campaign), the sales team, and the clients directly.

Primary Responsibilities:

- Monitoring the delivery of each campaign so that adsmobi realizes 100% delivery and pacing of campaigns. If campaigns are under-delivering/under-pacing, then take necessary measures to ramp up. If it is due to lack of traffic, one must update client pro-actively.
- Project available inventory for sales team.
- Develop and implement appropriate project and customer management processes to ensure exceptional delivery to meet advertiser needs.
- Client retention: Resolve advertiser disputes, troubleshoot customer issues and work with internal resources to resolve them.
- Achieve revenue growth: Up-sell advertisers with suggestions in order to achieve account growth and ROI performance improvements. Manage and grow advertiser accounts.
- Understanding the availability of traffic in our network and match-make them to specific campaigns for optimal results.

Background and Qualifications:

- Bachelor's degree.
- Organized: Someone who can work pro-actively and independently while managing multiple accounts.
- Highly analytical: Ability to utilize multiple systems to achieve end results and ability to think outside the box when necessary.
- Ability to communicate across different departments
- Resourcefulness: ability to learn on the fly and take on any challenges. Experienced in actively closely deals from start to finish; cold calling, creating proposals, negotiating IO and closing.

Salary:

- competitive package

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