



Example of AD Operations Coordinator Job Description

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Our company is looking for an AD operations coordinator. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for AD operations coordinator

- Work in a fast paced team environment, quickly and accurately processing tasks received from US-based Account Specialists and Account Managers
- Understand client ROI / CPA / ROAS goals, objectives and data, media buying cycles, marketing philosophy, target demographics
- Aide in the creation of strategic recommendations and implementation of Search & Display solutions for various clients
- Run weekly pacing reports, ad hoc reporting and analytics, while providing performance optimizations
- Facilitate calls between creative agencies and third-party creative developers
- Optimize campaigns in DFP Premium while ensuring minimal discrepancies with any 3rd party tracking providers
- Conduct data analysis on audience segments and campaign performance and use findings to optimize campaigns
- Perform thorough QA checks on ad creatives, and work with the Client Services team to resolve any issues or concerns
- Assist with custom tech projects that increase workflow efficiencies and improve ad product performance
- Complete data input for billing operations for all ad delivery

Qualifications for AD operations coordinator

- A successful candidate will have one to three (or more) years of expertise in some or all of the following ad serving-related clients/code/ technologies
- Positive attitude and willingness to react quickly to change in a dynamic environment
- Passion for fashion/retail industry
- Proficiency with 3rd party ad servers and mobile ad serving tools like DFP, SpotX, FreeWheel, Sizmek, Innovid