



Example of Programmatic Analyst Job Description

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Our company is hiring for a programmatic analyst. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for programmatic analyst

- Execute price floor adjustments within various programmatic systems as directed by Platform Manager
- Prepare weekly reporting for senior Ad Ops management, bringing together change in price floors' effect on revenue growth
- Prepare monthly reporting for senior sales management, highlighting revenue growth and top spenders in each geo region
- This role is part of the Ad Innovation & Programmatic Solutions division of Turner Ad Sales and will report to the Manager, Activation Ad Innovation & Programmatic Solutions
- The Analyst is responsible for working hand-in-hand with the Ad Innovation & Programmatic Solutions (AI&PS) team to develop, execute, and steward Turner's advanced advertising products at the direction of the team
- These products leverage new data, analytics and technology to create new ways to monetize Turner's assets across linear and digital
- The Analyst(s) will work hand-in-hand with the AI&PS team, primarily the Manager, to provide input into process design and help project manage various advanced advertising schedules
- Duties include assisting with internal tracking, preparing necessary data reports, developing pre- and post-result presentations, and keeping a pulse on the advanced advertising competitive landscape
- This role will also work hand-in-hand with the Ad Sales teams to ensure that we are exceeding both our internal and external client's expectations as it relates to product/project delivery
- Setup and manage a variety of digital display campaigns across tactics (site

targeting, PMPs, publisher direct buys) whilst hitting or exceeding program KPIs

Qualifications for programmatic analyst

- Experience with search and social media strategies
- Passion for ad technology
- Minimum 3-5 years' of programming experience with statistical and database software, SQL Server, SAS and Business Objects is required
- Competitive monitoring tools, ComScore, Compete, Pathmatics, etc is preferred
- Demonstrates clear, concise, and succinct communication skills, including adapting both technical verbal and written communication to the needs and level of the user
- Execute, manage, and optimize online media campaigns and programs for agency clients