

# Turkey Jobs Expertini®

## Senior Programmatic Executive - Turkey

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Company: Publicis Groupe

Location: Şişli

Category: other-general

### Şirket Tanımı

Publicis Groupe Turkey operates with 13 agencies under its umbrella: Starcom, Zenith, Spark, Datawise, PMX, Performics, Publicis Istanbul, MSL, Leo Burnett, Voden, Digitas, Hypers, Saatchi & Saatchi. Agencies are specialized in areas such as data, performance marketing, affiliate, e-commerce, content, production, media, advertising and PR. Publicis Groupe Turkey includes more than 400 talents and located in İstanbul.

### İş Tanımı

Role Objectives:

Responsible for campaign management activities such as campaign set-up, documentation creation and maintenance, QA, performance reporting.

Identify and implement optimizations and provide input in the construction of client decks and status documentation.

Redesign the digital media landscape with a strong inner drive , enjoy working with some of the finest minds in the industry, and want to be a part of something truly unique that will have a lasting impact.

Execute, manage, and optimize all digital media campaigns and programs for agency clients, including platform media buying as well as direct-to-publisher programs, both independently and in support of Managers

Develop and maintain strong relationships with platform and publisher partners in the

industry

Handle daily campaign maintenance, including pacing and performance, as well as troubleshooting and optimization

Assist in the development of client-facing campaign performance reports

Contribute to the assessment of media offerings available and the formulation of proposals for new opportunities

Manage the delivery of creative assets, insertion orders, campaign artifacts, and all relevant campaign documentation in preparation for campaign launch

Traffic campaign tags into platform environments

Run the campaign QA process to ensure accurate campaign implementation, pacing, and performance

Provide monthly auditing reports to agency partners and actualize bill/pay systems when applicable

Participate in regular sessions to share and learn new strategies for optimizing and enhancing campaign performance

Demonstrate diligence, attention to detail, and adherence to best practices throughout the full campaign life-cycle

### **Nitelikler**

Qualifications:

At least 2 years of work experience, hands-on and in digital media account management capacity,

Programmatic Media Buying – preferably with a digital agency, ad tech or network

Proficiency in DSPs, preferably DV360

Experience with ad servers, preferably Campaign Manager.

Understanding of contextual solutions.

Strong analytical thinking and attention to detail.

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