



## ADVERTISING OPERATIONS SPECIALIST

Remezcla is a rapidly growing independent media brand. Founded in 2006, Remezcla was the first premium digital destination for young, multicultural Latinos. Today, it reaches an audience of 40 million. The brand has become the go-to, on-the-pulse source to discover fresh Latino culture. Remezcla is also the preferred partner for leading brands interested in creating relevant content and experiences for a new generation of Latinos. Remezcla and its best-in-class team have earned awards across several categories, including Cannes Lions, Clio, Ex Award, ANA Reggie Award and BizBash Awards, among others.

Remezcla is seeking an **Advertising Operations Specialist** to join our New York office. This person will be responsible for implementing and managing processes and coordinating and providing support related to the Digital Advertising-Operations activities of Remezcla. The primary objective will be to manage all stages of the sales process: creating compelling and strategic media plans, gathering campaign assets and materials, managing delivery and optimizing campaigns, and monthly billing reports within the DFP ad serving system. This will also require daily interaction with a team of Account Executives, Sales Representatives, and Creatives to ensure consistent and smooth ad-ops procedures.

Applicants should have familiarity with digital advertising systems and strong communication skills. Experience developing social traffic referral strategies and growing social audiences is a plus. The right candidate will be knowledgeable of and passionate about Latino youth culture and the latest lifestyle trends. Candidates should also be deadline-oriented, collaborative-minded, and skilled at striking the perfect balance between speed and quality.

## RESPONSIBILITIES

- Setup, traffic, and optimize online ad campaigns in DFP, working with advertisers and agencies to receive and setup assets for campaign launches. Also, provide impression forecasting as needed for Sales
- Interaction and coordination with numerous internal and external personnel and clients to ensure flawless advertising campaign executions delivering on client goals and objectives
- Team with Sales/AE to understand agency/client goals and objectives and brainstorm solutions and prepare sales/media proposals
- Assist with sales/pitch presentations by preparing key data points, findings, and relevant research
- Create internal orders and insertion orders and adhere to defined business processes
- Communicate ad unit and other technical specifications and creative lead times to advertisers and agencies
- Provide assistance with running and interpreting third-party tagging and reporting as needed
- Manage campaign performance and make optimization recommendations, Combine data analytics and client feedback to configure, operate, and optimize campaigns to meet client objectives
- Verify inventory availability throughout the sales process
- Lead the monitoring and reporting of campaign performance and proactively communicate any issues to internal team and client, when necessary
- Interact with Accounting department in regards to client credit and billing requests/issues
- Manage client relationships and deliver superior customer service
- Communicate campaign highlights and/or red flags to Sales to enable resolution with client
- Provide clients/sales team with any necessary campaign reporting, including post-campaign analysis

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- Ensure post-campaign research studies are properly coordinated, where applicable
- Coordinate with Account Executives on the development of renewal strategies based on client/program insights

## REQUIREMENTS

- 2–3 years of prior trafficking experience & sales planning or project media related projects
- Strong knowledge of / familiarity with third-party tracking/reporting systems (i.e. DFP, DCM, Atlas, Pointroll, Mediaplex, etc)
- Bachelor's Degree
- Working knowledge of HTML and JavaScript
- Knowledge of Rich Media and video technology
- Flexible, personable attitude; Ability to develop cordial and professional relationships
- Familiar with online advertising, marketing, and sales concepts and metrics
- Strong communication and relationship skills; ability to publicly present ideas and information
- Proven ability to accommodate evolving responsibilities and last minute changes
- Must possess strong attention to detail
- Must be a team player and have the ability to multitask
- Able to work independently with little oversight; dependable and reliable
- Must be able to work from offices in East Williamsburg, Brooklyn

## CONTACT

Submit a resume, a brief cover letter explaining why you're the most qualified candidate for the job, to [jobs \[at\] remezcla.com](mailto:jobs@remezcla.com). Write "Advertising Operations Specialist" in the subject line.

**\*Remezcla is an equal opportunity employer, offering a great work environment, challenging career opportunities, professional training and competitive compensation.**

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