Puran Yadav
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Career Summary: 5+ years of experience in the online media and advertising industry. Product Operation support/Integration/campaign management/ad operations/inventory management/monetization/yield-revenue management/media planning/client servicing. Dedicated AdTech Publisher Integration Operation Support Manager with expertise in ensuring seamless functionality for advertising technology systems & operations leadership or management role. Proven skills in integration, troubleshooting, and client support. Seeking to contribute my skills and experience to a dynamic team.

Area of Expertise: Hands on experience on the mentioned adserver-platforms : JAWS (Jio Amazon Web Services), GCP (Google Cloud Services), Jio – In house Demand Side Platform and Vmax (Vserv). All round experience in digital media space from an agency, Ad network, Publisher and Client Side. End to End understanding of setting up processes, business objectives and addressing client/advertisers requirements.

Core Competencies:
Domain Knowledge: Ad Integration & Monetization for multiple Internal & External Publishers, Delivery Ad server, SSAI, CSAI, VAST, VMAP, Network Ads, Mediation Ads, DOOH Ads, CTV Ads, Mobile Ads, Web Ads, Ad-Operations, Campaign Management, Client Servicing, Media Planning/Buying, Online Marketing (SEO & SEM - Google Adwords) Display, Video, Native, Audio, Companion Marketing Marketing, JIRA for Communication
Ad Server/Demand Side Platform: JioAds (Jio Platform Limited), Vmax (Vserv), Google Cloud Platform (GCP)
Ad Verification Platforms: Integral Ad Science (IAS), DoubleVerify, Moloco and MOAT
Ad Exhanges/Ad-Networks: Google ADX, AdMob, MxPlayer, Truecaller, Daily Hunt, OM
Web Technologies: HTML, JavaScript (Basic), JIRA, Excel, Power Point
Tags Handled: All Sony Channels : JioTV for all handset Android, iOS & KaiOS and setupbox under JioTV+
Ads formats Handled : Video [HD & SD], Vast Wrapper, Dynamic Display, Dynamic Interstitial, Native, Audio, Companion, HTML
Mediation Ads : Google IMA Video, Admob & AdX in JioAds Server.
External Trackers : DCM, DV Image(1x1), Javascript, IAS, Moat
Trackers : Impression Tracker, Click Tracker, Conversion Tracker, Viewable Tracker
Landing Page : Click To Site, Deeplink, Website, Non Clickable, QR Barcode
Devices OS : Android, iOS, KaiOS, Msite, Desktop, Android TV, Apple TV
Event Handled : Tata IPL 2023 on JioCinema, ISL, All cricket events under JioTV Sony channels via Vast and JioTV Owned channels for both Vast and direct Ads in multiple OS.

Professional Experience:

Company	: **Jio Platforms Limited**
Designation	: AdTech – Operation Manager at JioAds
Duration	: Apr 2020 – Dec 2023

Company	: **SEQURETEK IT SOLUTIONS PVT LTD**
Designation	: Associate Consultant Cyber Security
Duration	: November 2019 – December 2019
Company	: **Red Chillies VFX**
Designation	: Junior Technical Director
Duration	: June 2018 – June 2019

INTERNSHIP AND ACHIEVEMENTS :

- Star Performer Award 2021 Issued by Jio Platforms Limited : Jul 2021

  Awarded Star Performer JioAds Product Services in Q1 2021. For all round excellence in business operation, ad campaign execution, optimization with zero defect and on-time delivery.

- Internship conducted by INFOSYS : Apr 2017 – Jul 2017

- Internship at Vivid Bharti Service,All India Radio : June 2018

- Published Final year projects as Article in the conference of CETE : 2018

Current Role / Job Profile at Jio Platforms Limited

Working with JioAds on multiple products on operation front – AdTech - Product - Operations/Campaign Management/Integration & Monetization, Business Analysis, Primary and Secondary Research, Account Management & Business Operations.

- Efficiently executed dynamic pricing to improve profitability of the businesses and delivered annual revenue through the various platforms of JioAds.
- Managed the end-to-end process of ad delivery, including seamless ad insertion, precise targeting, and optimization, ensuring a cohesive viewing experience.
- Collaborated with data teams to enhance ad targeting and personalization using user data and preferences, resulting in highly relevant and engaging ad experiences.
- Utilized data analytics to track and analyze ad performance metrics, enabling data-driven decision-making and continuous ad format optimization.
- Developed and implemented effective ad monetization strategies, exploring various ad formats (pre-roll, mid-roll, post-roll, Masthead, Content Stream, Display, In App, Vmap, DSP, Ad Network ads) and partnering with publisher teams to attract advertisers.
- Stayed abreast of the latest industry trends and innovations in ad delivery and OTT platforms, ensuring a competitive edge and delivering innovative ad experiences to users.
- Collaborated closely with cross-functional teams, including engineering, design, and sales, to drive the successful implementation of ad delivery initiatives aligned with company objectives.
- Demonstrated strong project management skills, efficiently prioritizing tasks, meeting deadlines, and coordinating multiple stakeholders in a dynamic, fast-paced environment.
- Maintained effective communication with internal teams, stakeholders, and advertisers, providing clear direction and guidance to ensure the success of ad delivery initiatives.
- Technology knowledge with ability to do A/B testing using tools such as Charles and ticketing system by Jira.
- Work on long term projects to improve delivery and performance of ad campaigns across all inhouse Jio , DSP, Network and third Party inventories.
- Work very closely with product team to convert customer feedback into ad product features and help with POCs within the team
- Set up test campaigns for QA teams, ensuring validation of integrated builds for application ads across Android, iOS, KaiOS, Msite, and Desktop before going live and monetization.
- Possess in-depth knowledge and experience in Mediation Ads, Vmap Ads, Network Ads, Inline Video, Wrapper Ads, HTML, Rich Media, Display, Audio, Native, Content Stream, and Programmatic/Direct/Promotion Deals.
- Communicate with internal and external stakeholders to understand product requirements and suggest relevant placements based on planned objectives.
- Work closely with the Business team, SDK, Engineering, QA, and external teams during ongoing product sprints.

- Educate the campaign operation team about setup, ad-integrated formats, and inventory placements on relevant apps once the app goes live.
- Have exposure to E-commerce, Direct and Indirect campaigns, Retargeting (Shopshure), BLS, Vast Wrapper, and HTML campaigns.
- Handle all ads via vast wrapper on Sony channels integrated on the JioTV App across multiple operating systems (Android, iOS, KaiOS, Android TV).
- Possess hands-on experience with audience targeting, including meta targeting, CRM, IP, Cohort-based users, Retargeting, Geo-Fencing, and Device targeting.
- Create supply on ad servers, involving application, ad spots placements, and various ad formats.
- Provide operational support for publisher integration, testing integrated ads inside major Jio Apps builds, and various third-party apps.
- Train and educate the Campaign Team on integrated ad features across multiple publishers, including in-house Jio and third-party apps.
- Manage day-to-day digital ad campaign operations, covering setup, trafficking, QA, troubleshooting, performance monitoring, delivery tracking, reporting, optimization, and addressing queries from campaign managers.
- Design and manage testing strategies, including A/B testing, multivariate testing, and landing page optimization, to enhance campaign performance.
- Utilize hands-on experience with pixels, log files, ad delivery URL, Macros, and exposure data assets to ensure precise measurement in digital advertising.
- Work with various industry-standard pricing models (CPM, CPC, CPD, CPCV, CPA/CPL) and diverse ad formats (Display, Video, Audio, Native) across apps on multiple operating systems.
- Working on Publisher Integration and Product front on multiple ads formats to get it monetized. Setting up an ads to verify the SDK features to validate them as per business requirements. Have worked on multiple os starting Android, iOS, KaiOS, Msite, Desktop, Android TV, Apple TV etc.
- Serve as the internal expert on the platform and liaise across various teams (product, consumer, sales etc) to always provide the sales teams with the best of insights to engage and close deals with clients of specific verticals

Role / Job Profile at SEQURETEK IT SOLUTIONS PVT LTD
Worked with SEQURETEK IT SOLUTIONS PVT LTD– Associate Consultant Cyber Security

- Network Security: Monitored network data, ensured hardware and software applications were updated.

- Client Engagement: Provided customer success and engaged with clients to address queries.

Role / Job Profile at Redchillies VFX
Worked with Redchillies VFX– Digital Juniour Technical Director
- Responsible for managing all online & mobile advertising campaigns throughout their full lifecycle including delivery, testing, optimization and post product analysis.

- Project Management: Managed project discussions, automation, and project delivery, ensuring minimal timelines.

- Team Collaboration: Worked with multiple teams to improve project performance and resolve issues.

- Data Analysis: Analyzed data for project delivery and reported to clients.

- Client Engagement: Provided dedicated support and quick resolution for client issues.

- Responsible for ensuring full delivery and providing stats and regular reporting.

- Field and respond to digital video issues from stakeholders in a timely fashion.

- Coordinating creative testing for any new properties/experiments/innovations to ensure successful implementation.

- Working closely with the product and marketing team so to ensure proper implementation and tracking of the frames.

- To identify areas of concern for under performance and take corrective measures.

- Provision of all round support for all teams alike.

Computer Proficiency

Ms – Office, Excel, HTML,Handbrake, Postman, Adobe Photoshop.

Qualifications

- 2011 passed S.S.C in Mathematics, Physics, Chemistry with Distinction
- 2013 passed H.S.C in Physics, Chemistry, Biology & Mathematics with First Division
- 2018 passed BE in Electronics and Telecommunication Engineering with Distinction

Personal Information

Date of Birth   : 04th May, 1994

Languages   : English, Hindi

Marital Status   : Unmarried