

Anupama Chandrashekar

AD OPERATIONS SPECIALIST - Ad Operations Strategy, Accounts Management, Ad Verification

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📍 Toronto, ON

in [LinkedIn](#)

SKILLS

- **Programming & Databases:** HTML5, CSS3, JavaScript, MySQL, Python (Basic), Debugging, Code Validation
- **Ad Tech & Campaign Platforms:** CM360/DCM, DV360 (Basic), Meta Ads Manager, Floodlight Tags, Pixels
- **Verification & Tracking:** IAS, DoubleVerify, Web Analytics Debugging, Tag Testing, Brand Safety Monitoring
- **Creative & Workflow Tools:** Prisma, Claravine, DCO (Learning), Campaign Setup, Workflow Coordination
- **Analytics & Collaboration:** Excel Reporting and Tracking, Google Workspace, HappyFox, Slack, Teams

WORK EXPERIENCE

Senior Associate - Ad Operations

August 2021 - August 2024

IPG MediaBrands - Kinesso

India

- Processed end-to-end execution for 11+ enterprise accounts, ensuring on-time launches through structured trafficking workflows and coordinated stakeholder approvals across 4 teams.
- Directed client communications across 6 accounts, resolving technical queries swiftly, strengthening partnerships, and decreasing escalation cases by 12 quarterly instances.
- Implemented verification integrations across 3 platforms, optimizing brand safety compliance and elevating average campaign view-ability metrics by measurable benchmark points.
- Analyzed daily pacing metrics, optimizing bids, allocations, and delivery strategies, sustaining budget precision across 20+ tracked campaigns monthly.
- Engineered reporting dashboards consolidating 8+ data sources, translating analytics into insights, and accelerating strategic optimization decisions for cross-functional stakeholders.
- Mentored specialists via structured coaching programs and documented SOPs, reducing onboarding ramp-up duration by nearly 2 training cycles annually.
- Optimized cross-platform tagging frameworks across 7 publishers, reducing tracking discrepancies by recurring issue cases per quarter.

Associate

September 2019 - March 2020

Theorem

India

- Strengthened campaign trafficking operations across 5 client portfolios, enhancing workflow continuity during peak volumes and boosting delivery efficiency by completing deployments monthly.
- Performed QA reviews on 200+ tickets trafficked by cross-functional teams using internal QA tools, identifying configuration gaps and ensuring adherence to campaign setup standards before launch.
- Owned 300+ tickets end-to-end as primary executor, managing trafficking, validation, troubleshooting, and deployment to ensure defect-free campaign activation.
- Compiled performance reports consolidating multi-platform metrics from 6 data channels, improving stakeholder reporting reliability through standardized validation checkpoints.
- Partnered with analysts automating reporting procedures using macros and scripts, minimizing manual processing workload by 25 recurring reporting hours monthly.
- Investigated delivery anomalies across 9 campaigns, escalating insights promptly, accelerating technical resolution turnaround speed by resolving critical cases quarterly.
- Earned Flawless Flock recognition for precision-driven execution and maintaining quality assurance standards across 10+ reviewed campaign audits.
- Monitored real-time delivery indicators across 4 dashboards, preventing under-delivery risks and improving fulfillment accuracy across monitored ad groups weekly.

EDUCATION

B.Voc in Software Development

July 2016 – June 2019

University of Mysore, Mysore, India

CERTIFICATIONS

- Google Campaign Manager 360 Fundamentals
- Ad Verification Platform
- Advanced Excel for Data Analysis

AWARDS & RECOGNITION

- Spotlight Award (2023) - IPG Mediabrands
- Monthly Excellence Award (2022) - IPG Mediabrands
- Flawless Flock Award (2020) - Theorem