

# Robin Strauss

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## Senior Ad Operations Manager

Highly driven and goal oriented professional with a track record of successful and progressive experience; offering a unique balance of technical savvy, analytical thinking and creativity.

### Core Competencies

Internet Advertising

Ad Servers

Ad Tagging

Ad Trafficking

QA/Testing

Campaign Management

Inventory Management

Ad Optimization

Analysis/Reporting

### Professional Profile

Analytical troubleshooter who quickly identifies inconsistencies/underlying issues and delivers effective solutions.

Collaborative - build relationships across all levels in the interest of meeting, and exceeding, all objectives.

Deliver innovative improvements that increase ad success and ensure outstanding client experiences.

Known for being a key resource, adept at communicating often-complex ideas and requirements clearly.

Highly organized and process driven multi-tasker who holds a large picture perspective while being detail focused.

### Professional Experience

ReachLocal – Woodland Hills, CA

July 2010 – February 2011

ReachLocal brings order to the fragmented local Internet by connecting advertisers, publishers, and creative solutions providers together on one platform.

Manager, Xchange Operations

Provide daily support to 500+ person sales team concerning ReachLocal display advertising products and publishing partners, including serving as primary support for Facebook Ads, MyAds, and In Banner Video ads, assisting in the management of \$2 million in monthly advertiser budgets.

- Worked with Facebook to run campaigns testing variations in images, copy, landing page content, and targeting to document recommended practices for our advertisers based on the collected data. Determined that refined targeting combined with ad content specific to the targeted group has the greatest impact on ad performance, while landing page content related to the ad has the greatest effect on overall user engagement.
- Explore in banner video advertising opportunities with 3<sup>rd</sup> party providers to expand our product offering. Run campaigns to determine most effective processes for campaign submission, ad creation, and reporting, as well as to determine expected range of variance and manage expectations regarding ad performance. Produced all related documents, including ad specs, creative submission questionnaire, and sales materials. Determine cost structure to ensure that we could maximize the media budget when factoring the incremental cost of video ad serving.
- Develop a Google AdWords site targeting list to ensure maximum inventory availability at the lowest cost to extend inventory options we provide to advertisers. Research AdWords category targeting to determine whether to make the option available to our advertisers as part of our affinity targeting packages.
- Test FAN MyAds inventory to determine expected cost and performance, including using ad categories to help improve inventory quality. Made product decision not to include this inventory in our standard display ad packages due to poor performance.
- Recommend new processes to limit number of Flash clickTag errors to reduce ad rejections from our publishing partners.
- Work with publishing partners to calculate inventory availability and advise sales team in RFP process.
- Provided administrative support to executives piloting a Group Buying program.

Live Nation – Hollywood, CA

December 2007 – July 2010

Live Nation is the world's largest producer of live concerts, annually producing over 16,000 concerts for 1,500 artists in 57 countries.

## Advertising Operations Manager

Responsible for performing the full scope of Ad Operations duties and providing additional support (HTML updates, content management, idea generation, etc) to Interactive Services, the group responsible for generating the largest amount of revenue outside of ticketing.

- Improved Live Nation 1.0 ad tags by creating additional targeting opportunities and communicating specifications to the development team.
- Evaluate and revise trafficking process to create more clarity in the submission process, improve turnaround times and ensure campaign deliverables are met; draft documents to be used in the process and present information to internal departments.
- Assessed current targeting abilities and needs of internal departments to develop business requirements for Live Nation 2.0 ad infrastructure; worked with product teams to develop new targeting capabilities for Live Nation 2.0 ads.
- New targeting capabilities increased 728x90 click-thru rates from .18% (untargeted) to .75% (targeted) and 160x600 click-thru rates from .19% (untargeted) to .30% (targeted) by improving the tagging structure and ad tags for the redesign of LiveNation.com and HouseofBlues.com.
- Serve as the internal point of contact for all day-to-day needs of the Alliances, Product and Marketing teams regarding ad tagging, inventory, trafficking, troubleshooting, and reporting.
- Work with agencies and advertisers pre-campaign in the RFP phase to communicate Live Nation Advertising capabilities and technical specs, during a live campaign to ensure full delivery, take screenshots, troubleshoot issues, and optimize campaigns, and post-campaign to provide reporting.
- Work with Interactive Services group to develop special ad programs for major partnerships with Fortune 500 companies; draft Business Requirements and other documentation, QA partner micro-sites before launch and update live sites.
- Worked on major advertising initiatives with Wrigley's, Hilton, Citibank, Nokia and Starwood. Managed campaigns for advertisers such as Burger King, State Farm, Budweiser, and AT&T.

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## Buzznet.com – Hollywood, CA

May 2007 – December 2007

Buzznet.com is a dynamic social networking site, which allows users to build communities around music and pop culture topics.

### Advertising Operations Manager

Responsible for all advertising operations, including reporting, analysis, inventory forecasting and QA/troubleshooting ad tagging problems, both in a development and a live environment.

- Created site and ad tagging infrastructure in partnership with Doubleclick and Buzznet engineering; migrated ad tags and ads from OpenAds (Open X) to Doubleclick and deployed on eight sites accounting for over 100 million monthly impressions.
- Handled all creative assets for internal advertising and client campaigns, ranging from standard .gif, .jpg and flash files to rich media including Pointroll, Klipmart and Eyeblaster; managed creative assets and tags from key vendors, such as DoubleClick, Atlas and Mediaplex.
- Served as DFP network administrator, responsible for additions and modifications to the network and sites, maintaining ad zones and managing users and their permissions.
- Developed ad specs and creative guidelines based on IAB standards.
- Worked with ad networks to determine the appropriateness and potential eCPM yield of remnant inventory.
- Acted as the liaison between the sales team and Buzznet staff to determine ad products and creation strategies; communicate with all sales representatives regarding advertising capabilities, available inventory, targeting options, problems and campaign reporting.

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## InterActiveCorp (IAC) – West Hollywood, CA

May 2005 – May 2007

IAC is a leading Internet company with a network of sites that rank 8th largest in the world for combined traffic.

### Traffic Coordinator

Responsible for forecasting online advertising inventory based on analysis of historical data and current traffic trends.

- Used DART Enterprise to reserve inventory, stage ads and generate campaign performance reports.
- Staged and tested all advertising creative to ensure proper functionality, a seamless user experience and that website specifications were met; communicated with sales people, clients, and vendors in order to resolve any ad functionality issues prior to "going live."
- Optimized and adjusted campaign delivery based on pacing, ad product performance and third party variance.
- Maintained current market segments to provide accurate inventory data, better analyze site traffic and ensure that the advertising message reached the proper users.

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## Education and Certificates

Masters of Arts, Communication Management (Entertainment and Marketing Emphasis)  
Annenberg School of Communication, University of Southern California – Los Angeles, CA (2004)

Bachelor of Arts, Economics, Art History and the Visual Arts (Film Emphasis)  
Occidental College – Los Angeles, CA (2000)

(Candidate) Website Software Specialist Certificate of Achievement  
Santa Monica College – Santa Monica, CA (scheduled completion 2010)

## My Websites

Assist in managing HTML, Joomla, phpBB, and Wordpress based sites such as Dancing Mood and Musical Occupation. Wrote requirements for design and implementation of unstrictlyroots.com. Launched robinstrauss.com. Solicited proposals for work from designers and developers to launch baconandbeer.com, dowereallyneedthat.com, and excusetoeat.com

## Technical Skills

Ad Servers: Doubleclick for Publishers Legacy (DFP), Doubleclick for Publishers Small Business (Google Ad Manager), Dart Enterprise, Open X, RightMedia Exchange

Third Party Vendors: Doubleclick, Atlas, Mediaplex, Bluestreak

Rich Media Vendors: Eyeblander/MediaMind, Eye Wonder, Pointroll, Atlas, Doubleclick, Jivox, OggiFinogi, Interpolls

Analytics: Omniture, Google Analytics

Languages: HTML, CSS

Applications: Microsoft Office Suite (Excel, Word, PowerPoint, Outlook, Access), Photoshop, Dreamweaver, Premiere, Expression Web

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