



Advertising Operations Analyst – New York, NY Job Code: #203

The Advertising Operations Analyst will plan and conduct thorough, accurate analyses in support of company wide pricing and inventory initiatives to inform our general corporate direction. As part of our Advertising Operations department, this new position will entail managing the advertising campaign inventory available for monetization. The ideal candidate will have an analysis or mathematical/statistical background and be comfortable working with data. He or she should enjoy solving problems in a rapidly growing and exciting team environment.

Responsibilities:

- Promote existing and new advertising inventories to increase the overall yield with a focus on under-monetized placements; communicate inventory availability;
- Develop/modify business processes for scaling manually managed advertising opportunities, e.g., exclusive buys, Sponsorships; Develop/modify policies; Develop specifications for systems enhancements
- Develop standard metrics to monitor inventory availability, utilization, opportunity costs and monetization; Developing a metrics-based decision framework for assessing inventory opportunities
- Operational management of the rate card in the market; dealing with exceptions to policy as they arise; develop opportunity cost models for managing inventory to achieve business goals
- Work directly with the Online Advertising Sales team by providing data and analysis for upcoming proposals and presentations on an as needed basis
- Identify opportunities for campaign optimization through analysis of advertiser campaign reporting
- Pro-actively identify opportunities for Pricing model and process enhancements
- Consult with Management, Sales, Sales Development, and various Business Unit stakeholders on Pricing and Inventory issues

Requirements:

- BA or BS degree in Mathematical/Analytical field, or equivalent
- 2-3 years of experience in online advertising or related field
- Mastery of Microsoft Excel and Access (all advance functions such, nested formulas, conditional formatting, vertical lookups, multi-variable graphing etc.)
- Knowledge of analytical methodologies for optimizing and evaluating marketing campaigns (i.e., segmentation, predictive response models, etc), a plus
- Familiarity with on and offline advertising measures preferred
- Internet advertising experience a plus

Please send your resume with a cover letter and salary requirements to resumes@tacoda.com with the job title in the subject line.