



Senior Executive- Ad Operations | Dehradun

About TorcaI

TorcaI, a data science company and global provider of Audience Infrastructure and Programmatic solutions to advertisers, publishers, agencies and innovative technology companies. We provide highly customizable audience platforms, real-time trading systems with machine learning capabilities. TorcaI has provided technology solutions to enterprises in the AdTech and MarTech space enabling them to monetize data assets and bring in competitive technological advantage.

Our platform's strength lies in our ability to re-engineer complex ad and audience tech work flows and bring in efficiencies with an objective to meet business goals. Know more at www.torcai.com.

About Profile:

In this role, the candidate will handle the Business Operations for a set of network and publisher accounts of the TorcaI platform that will be part of the ad operation team.

Roles and Responsibilities

- To work with the Business Development team who manages and initiates integrations with 3rd party demand and new inventory channels.
- Ensure that we are engaging with them and their leadership to meet their goals on a monthly basis.
- Use your previous experience of online Ad operations, Campaign management, Optimization, Reporting & Troubleshooting.
- Expected to align with internal teams - product, tech, BD, Finance etc.

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- Identify revenue/placement upsell opportunities to BD team
- Provide the highest standard of accuracy and quality of work generating the best possible experience for internal and external customers.
- Work with TorcAI Product & Direct & Indirect sales team to perform all aspects of traffic management, including testing, implementation, and optimization of ad campaigns.

Skill (Tech & Functional)

- Ad Trafficking exposure using Ad Servers such as DFP/GAM and AdTech a plus
- Understanding the different integration channels i.e. iframe, oRTB, S2S and SDK integrations is a must.
- Understanding of the implementation process for different demand types i.e. Display, Native, Video
- Experience with web applications, web forms and web servers ideally with HTML or JavaScript knowledge.
- Expert in Excel and PPT.

Must Have

- Understanding of the Digital Media ecosystem and dynamics of demand and supply.
- Knowledge in Programmatic, Google Ad Manager, DSP, SSP, PMP, DV360, Ad exchanges, Header Bidding, Mediation etc.
- Should be familiar ad codes (HTML, JavaScript, Flash, etc.)
- Have managed long term relationships with key stakeholders.
- Comfort to use data and analytics while building on client conversations.
- Excellent communication skills.
- Positive Attitude.
- Analytical skills.
- Team player.

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Qualification & Experience

- Any Graduate/ MBA degree
- 3-4 years and above of experience in Media Ad Operations / Client servicing.

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