



### **Entry Level - Ad Operations Coordinator**

U.S. Interactive Media, a leading interactive marketing company, is hiring an entry-level Ad Operations Coordinator for our Irvine, CA office. U.S. Interactive Media delivers innovative online marketing solutions that tackle the challenges faced by businesses in today's changing economy.

Previous digital marketing experience is not required, we will train you!

The Ad Operations Coordinator plays an essential role in campaign operations, from the beginning to the end of a campaign's flight. As a member of Ad Operations, this individual will manage the ad campaign life cycle from campaign setup to ongoing campaign maintenance to help achieve client and company goals.

#### **Responsibilities:**

- Set up and maintain campaigns and collaborate with Operations, Account, Media and Development teams, Clients and Publishers to ensure campaigns are running properly
- Traffic creative and campaign assets to publishers
- Prepare detailed weekly and monthly reports and data in a presentable fashion for Clients, Publishers and internal staff
- Utilize analytics platforms to include data in client reports
- Create retargeting and conversion pixels and provide client direction for placing on the client's site
- Update publisher specs and make campaign adjustments in our lead management platform and adserver
- Monitor our lead system for errors and address where needed
- Address reporting and billing discrepancies
- Troubleshoot any technical and performance issues
- Document and train peers on best practices and procedures

#### **Requirements:**

- BA/BS Degree
- 1+ years work experience in an operational role
- Basic knowledge of HTML
- Ability to learn and understand technical applications

- Experience with adservers such as DFA, Mediaplex, Cake or equivalent, a plus
- Excellent written and verbal communication skills
- Proficient in all MS Office products

**Ideal Candidate:**

Reliable, self-motivated, works well with minimal supervision, takes direction and constructive criticism well, excellent critical thinking and analytical skills and able to handle multiple priorities

U.S. Interactive Media offers flexible benefits and compensation packages that allow our employees to make choices that fit their individual lifestyles. Some of our benefits include:

- Competitive Salary
- Health/Dental/Vision Insurance
- Business casual dress code
- Paid Holidays, Sick and Vacation
- 401k

U.S. Interactive Media is part of US International Media (USIM), one of the fastest-growing, full-service media management companies in the United States.

U.S. Interactive Media is an Equal Opportunity Employer.

**PLEASE FORWARD YOUR RESUME AND SALARY HISTORY TO:**

Career at [usinteractivemedia.com](http://usinteractivemedia.com)