

Subject: Seeking New Opportunities - Experienced Ad Ops - Technology - Online Marketing

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From: Anindya Ghosh

To: Gene Chuang

Anindya Ghosh
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OBJECTIVE

A relevant position in the technology or media industry

SKILLS

Google Ad Manager, Google Analytics, Facebook Ads, Google Search, OpenX, LiveRamp, Mediamath, Rubicon Network, Javascript, HTML, Microsoft Office, AppNexus

RELATED EXPERIENCE

January 2014-current

Washrunner – CEO

- o Built an on demand same-day wash & fold platform – Generated \$400,000 dollars of revenue with 30% margins

November 2018-July 2019

Hashtag Labs - Ad Operations Contractor

- o Engaged in reporting activity, and ad trafficking for clients such as Vice.com, TheOdysseyOnline.com, DailyKOS.com, Newsday.com, Futurism.com, Tastingtable.com, AtlasObscura.com, MindBodyGreen.com, and TalkingPointsMemo.com

July 2015-September 2015 (3 months)

ChannelFactory – Product Consultant

- o Worked on programmatic video platform utilizing Lotame, Liveramp and Doubleclick Bid Manager

January 2010-December 2014 (4 years)

FCI Media Network – President, Managing Partner

- o Built ad network that delivered 1 mm dollars of revenue in 4 years
- o Published affiliate sites that generated 1.5 mm dollars of revenues in 3 years

March 2006 – December 2009 (3 years 9 months)

PriceGrabber.com – Network Advertising Operations Manager

- o Spearheaded a project to build out a shopping vertical ad network that yielded approximately \$200,000-\$500,000 in ad revenue per month
- o Worked with the business development team to negotiate prices, manage operations and optimize performance across the network
- o Coordinated projects to build up internal Dart for Publishers adserver and Dart Network Builder system for ad network

April 2005 – March 2006 (1 year)

411 Web Interactive – Project Manager

- o Developed web solutions and marketing campaigns for networks sites, including local portal
- o This included developing business partnerships, and subsequently managing design/IT efforts to execute technological implementation

EDUCATION

University of Southern California - Los Angeles, CA

Master of Arts in Strategic Public Relations from the Annenberg School for Communication and Web Developer Certificate from the Viterbi School of Engineering, May 2005

University of Tennessee - Knoxville, TN

Bachelor of Science in Communications (Major Public Relations) and Minor in Business Administration, August 2002

LEADERSHIP

August 2002 – May 2004

Public Relations Student Society of America (PRSSA)

- o Graduate liaison
- o Maintained Website for the organization and represented graduate students on the board

TriSight Public Relations (Student-run PR firm)

- Account supervisor