

## **H/L is currently searching for an Ad Ops Specialist**

We're looking for a passionate and hands-on **Ad Ops Specialist** ready to dive deep into the action with a dynamic, forward-thinking team. You will be responsible for creating ad placements, managing creative assignments across internal platforms, sending tags to external partners, and tracking performance to ensure all ads are measurable. If you're ready to roll up your sleeves and thrive in a fast-paced, collaborative environment, we want to hear from you!

This is a hybrid role, with both office-based work at the H/L Oakland office and remote work.

### **What You'll Do:**

Day-to-day campaign trafficking and execution, which includes providing support for campaign setup and management of display, video, and social channels for our clients:

- Efficiently create and QA campaigns from start to finish
- Build ad placements and ensure they follow the correct naming conventions for consistency and efficient tracking
- Collaborate with internal media, creative teams, and external digital and media vendors to ensure seamless production, delivery, and measurement of campaigns
- Review media plans, assess deliverables, and coordinate schedules with account and creative teams to ensure timely execution
- QA creative and campaign setup for functionality and adherence to technical specifications
- Manage ad traffic, ensuring proper flighting of creatives and even rotation across multiple creative variations
- Monitor campaigns to ensure that launch, delivery, completion, and performance metrics align with internal goals and expectations
- Quickly recognize, analyze, and resolve discrepancies in metrics across platforms
- Communicate and document project statuses and campaign performance to internal teams
- Implement tracking for various vendors and maintain conversion goals on multiple platforms
- Troubleshoot ongoing campaigns and ensure any optimizations are updated

### **About You:**

- 1-2 years of digital ad ops and/or campaign management experience preferred
- Working knowledge of advertising software is a plus
- Familiar with current web technologies

- Excellent written and oral communication skills
- Ability to work efficiently under tight deadlines while maintaining attention to detail and organization, ensuring accurate and timely project delivery
- Capability to manage multiple projects and adapt to shifting priorities across various teams
- Comfortable working independently and completing tasks with minimal supervision
- Adaptability, flexibility, and the ability to maintain a positive attitude and professionalism under pressure are essential
- Strong aptitude for technical troubleshooting

**The Ideal Candidate...**

- Has experience with Innovid and other digital ad-serving platforms
- Possesses hands-on ad server experience, including placement creation, tagging, and QA
- Is skilled in social campaign setup and trafficking across various platforms
- Demonstrates excellent judgment and the ability to make effective, data-driven decisions under pressure
- Has a strong understanding of digital advertising workflows and can manage tasks across display, video, and social channels with ease
- Is detail-oriented with a strong focus on executing tasks accurately and ensuring QA throughout the campaign process