Jean-Ludovic Albany | digital media operations

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Professional Experience

2016 - 2025 **Digital Media Tracking, External Consultant, OnTrust**

Publisher Ad Ops

FEI | 21 - 25 :: Le10Sport | 17 - 21 :: NetMedia Europe | 17

+ Campaign scheduling and Yield Management using Google AdManager

+ Complete overhaul of ad placements (Le10Sport)

+ AdExchange integration (Le10Sport)

Agency Ad Ops

MindShare | Nov. 21 - Dec. 21 :: IPG MediaBrands | Oct. 20 - May 21 :: Artefact | Oct. 19 - Feb. 20 :: KR Wavemaker | May 18 - Sept. 18 :: MediaCom | Jan. 18 - Mar. 18 :: IPG MediaBrands | Oct. 17 - Dec. 17 :: KR Media | Apr. 17 - Sept. 17

+ Campaign deployment and verification of data reporting

+ Client support for necessary tracking integrations

+ Briefing providers and project monitoring

+ Training teams on ad tracking

Digital Media Tracking Expert

AXA Group | Feb. 16 - Sept. 16 :: AXA Group | May 22 - Dec. 24

+ Overhaul of the tracking ecosystem and tool recommendations

+ Training outsourced teams in campaign scheduling and reporting management

+ ETL of media data and implementation of dashboarding solutions

2013 - 2016 **Data and Traffic Management, AdNovia**

Agency Ad Ops

AdNovia for OMD | Nov. 15 - Jan. 16 :: MEC | Oct. 13 - Apr. 15

+ Management, scheduling, and reporting of campaigns across 27 countries for Blizzard

+ Consultant on DMP integration, multi-device tracking

Publisher Ad Ops

Voyages-sncf | Apr. 13 - Aug. 13

2010 - 2012 **Agency Ad Ops, My Media**

+ P&L management for the department, contract and provider management

+ Team management, tracking training

+ Creation of monitoring tools using APIs

2009 - 2010 **House Ads Campaign Manager, Microsoft France**

+ Scheduling and optimization of Microsoft campaigns

+ Results analysis for marketing teams

2008 - 2009 **Agency Ad Ops, Isobar**

2004 - 2007 **Communication & Production Entrepreneur, Pictogram**

Skills

Ad servers: Google Campaign Manager, Ad Manager

Software: Office, Adobe Creative Suite, Adverity

English and technical languages: HTML, CSS, JS, MySQL

Ad Verification, TMS & Google Analytics

Education

2007-2008   Professional Bachelor: Communication Project Manager - ISCPA

2005-2007   Training Campus Edition and Multimedia Communication - IESA

2002-2004   BTS Business Communication - ISCOM