

Nivetha m
Contact:+91-9790122909
Mail:nivetham03@gmail.com

OBECTIVE

Accomplished Quality analyst for leading advertising agencies offering integrated project in Digital media. Build executive level relationships and manage the daily work flow of concurrent projects to ensure deliverables are completed on time, on budget and on strategy

EXPERIENCE

Travel Executive

Samik Travels

Aug 2020– Jun 2021, Madukkur, India

Job Profile

I was working at Samik Travels B2B as a Travel Executive since Aug 2020– Jun 2021 Online Hotel Operation (International)

Key Objectives:-

Handling all post sales queries related to the hotels in operation Knowledge of all the online suppliers like GTA, Hotel beds, Tourico DOTW Travco etc.

Customer care Executive

Tele performance India Pvt ltd

Nov 2016– Jun 2017, Gurgaon, India

Job Profile

I was working at Tele performance India Pvt ltd as a customer care Executive since Nov 2016– Jun 2017.

Key Objectives:-

Handling all post sales queries related to the cab booking.

Ad Trafficker Analyst

Paragon Digital Services India Private Limited

Jul 2013– Jan 2016, Chennai, India

- Paragon is a full service company that provides technology, consulting, ad operations, creative and software services for the digital advertising market. Our clients include publishers, agencies, advertisers and marketers, ad networks, demand side platforms, supply side platforms, technology providers, ad servers and solution service providers.
- We are a Chennai Based online advertising company behalf of **The legend of online advertising company AppNexus** (New York City-based company that provides a platform specializing in real-time online advertising)
- Understand the online advertisement creative handling various online media channels like

Ad Operations, Ad Network Services, Quality Checking

- Satisfy the clients need and complete all the tasks before SLA.
- Quality check the online advertisement creative from various clients (Like Turn, Invite Media, Yahoo, Ad roll, Rocket fuel, Media math, Accordant Media)
- Specialties in Ad operations(Create CPM/CPC/CPA/dynamic campaigns)
- Providing Finance team with reporting for monthly billing as well as providing reporting to clients

Process Evaluation

- Quality Check the online advertisement creative, is it satisfies the rules and regulation as per IAB and APPNEXUS
- Working with the big online inventory Google (ADx), Microsoft (MSft) and Yahoo. Each contain different rules having to upload creative in them inventory
- Checking as per following rules:
- Creative must function properly (Display, Brand, Mismatch, Functional Landing, Expandable, Skin, Prompts)
- Contain Ad units((like ad choice, privacy)
- Not be a proxy site, Toolbar or Ad server
- Not enable illegal activity (inappropriately charges for government forms of services, Hate speech and Enabling Permitting piracy)

Platform Audited Inventory Receive:

- Content Category:
Brand Name, Brand Category List, Technical Attributes (File Format, Load size of creative, Animation Length etc.
- Sensitive Attributes:
Alcohol, Firearms, Free giveaways, Gambling, Misleading claims, Pharmaceuticals, Politics, Tobacco etc.
- Intended Audience:
Children
Young
Adult
General
Mature

We also handle all new types of online advertisement creative (MRAID, VAST, Mobile Optimized, Mobile creative etc.)

ACADEMIC CREDENTIALS

2012 - B.E. (Computer Science) -KVCET College of Engineering, Anna University –Chennai,
Tamilnadu, India

PERSONAL PPROFILE

Permanent Address 4/41, Mathanpattavur,
 Ottangatu(post),
 Pattukkottai
 Tamilnadu-614803 .

Date of Birth 09/03/1991

Linguistic Proficiency Tamil, English, Hindi

DECLARATION

I hereby solemnly affirm that all the details furnished above are true to the best of my knowledge.

Yours Sincerely. (Nivetha M)