

# Jamie Hartop

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973-518-0679

New York, NY

## Work Experience

### Senior Manager, Programmatic Solutions

Premion, New York, NY (November 2023 – Present)

- Analyze Premion's PMP deals and identify opportunities for increased revenue, troubleshoot deal health, inventory optimization, and proactive client communication.
- Collaborate with sales and contribute to client-facing meetings to align agency media buying objectives with Premion's programmatic offerings.
- Proactively monitor campaign performance and communicate with third-party SSP partners including Magnite and FreeWheel to pinpoint, investigate and solve Deal ID issues within DSPs including The Trade Desk.
- Innovate with product to enhance and expand technical capabilities of Premion's tech stack and team up with Premion's internal integrations and ad operations teams to bring these improvements to life.

### Senior Manager, Programmatic Media Buying

TelevisaUnivision, New York, NY (June 2022 – September 2023)

- Oversaw optimization strategy, insights, pacing and quality control of inventory to review inventory quality, ensure optimal campaign delivery and performance to align with client KPIs and revenue goals.
- Hired, trained and managed a high performing team of three in-house media buyers.
- Collaborated with Media Sales, Strategy, and Product teams to ensure media offerings are structured to align with company goals and integrate for organizational efficiencies.
- Identified opportunities from DSPs and publishers that reach Univision's target audiences while maximizing yield and managing DSP and publisher payments.
- Coordinated cross functionally for all technical aspects related to tagging and reporting.
- Built out OMS integration with TelevisaUnivision's primary DSP partner.

### Senior Media Trader

Quotient Technology, New York, NY (September 2019 – June 2022)

- Collaborated with media sales to oversee the day-to-day relationships with media clients including pre-launch setup, executing media campaigns and providing customer service.
- Executed and optimized desktop, mobile web and in-app digital media campaigns in Xandr, DV360, Google Ad Manager, and Ubimo and generated and analyzed campaign reporting ad servers.
- Oversaw campaign budgets and pacing and adjusted creative, targeting, and bidding to ensure client goals are achieved.

### Programmatic Media Trader

Programmatic Mechanics, New York, NY (September 2017- September 2019)

- Executed and guided programmatic video, display, and social campaigns through their entire lifecycle from setup to implementation to optimization and billing in platforms including Adobe Ad Cloud, AppNexus, DV360, Facebook Business Manager, and Dstillery.
- Analyzed campaign data and optimized towards performance and ROS for client facing reports and presentations in collaboration with account management.

### Associate, Digital Investment Analyst

Mindshare, New York, NY (April 2017- September 2017)

- Worked in conjunction with Mindshare's buying teams, responsible for digital media invoice approvals, guidance with Prisma buy reconciliation, assisting with financial reporting and payments.

## Education

**B.A. Business & Economics, International Relations (May 2016) Cum Laude**

Ursinus College, Collegeville, PA