

Adam Ding

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I am an exploratory, tenacious, and inquisitive person who is seeking a fruitful career. Currently working in an advertising agency, I am managing, executing, and optimising the programmatic campaigns for our clients. I am most valuable with my knowledge in **marketing, business analytics, and automation.**

WORK EXPERIENCE

PERFORMANCE SPECIALIST, OMNICOM MEDIA GROUP

JUL 2023 – CURRENT

- Set up, activated and optimised MYR100K+ monthly YouTube, programmatic display & video campaign with CPM, CPC, and CPA objectives.
 - Set up, activated and optimised GDN display campaigns with CPM, CPC, and CPA objectives.
 - Set up, activated and optimised Discovery/Demandgen campaigns.
 - Reported, supported, and liaised with planners on campaign performance, optimisation, and recommendation.
 - Activated and navigated brand safety adtech implementation on platforms (i.e., Moat, DoubleVerify).
 - Audience building and recommendation for campaign optimisation.
 - Negotiated and managed programmatic deals.
- **Skills acquired:** DV360, GoogleAds, GA4, media planning, end-to-end campaign management, retargeting campaign, prospecting campaign.
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TAAG EXECUTIVE, PUBLICIS MEDIA / STARCOM MALAYSIA

JAN 2022 – JUL 2023

- Worked on digital media campaigns (programmatic, search, display, social) for consumer electronic client.
 - Maintained and executed web tagging, tracking pixel and campaign trackers.
 - Maintained, executed, reported, and optimised reporting on DoubleVerify platform to improve client's brand suitability by 20%.
 - Implemented custom floodlight variable to capture users' data for campaign optimisation.
 - Reported, analysed and troubleshooted campaign's performances to client.
- **Skills acquired:** CM360 expertise, Adobe Analytic expertise, Adobe Data Collection expertise, DoubleVerify expertise, website tagging, tracking pixel implementation.

SALES AND MARKETING INTERN, BIJI-BIJI INITIATIVE

NOV 2019 – FEB 2020

- Conducted manual webs scrapping for contacts and cold call for leads (100+ leads).
 - Voluntarily designed a standard operating procedure for Precious Plastic machine operation to prevent injuries.
 - Managed and operated crm via copper (10+ warm leads).
 - Executed email marketing via MailChimp to generate leads. 35.2% open rate and 21.6% click rate out of 100 emails sent.
 - Prepared and performed presentation to over 70 pax audience.
- **Skills acquired:** Telesales, email marketing campaign, public speaking, MailChimp, Copper crm.

PRODUCTION CREW, HYM PRODUCTION

MAY 2016 – JUN 2017

- Managed social media platform, posting content, and communicating with fans. (4000+ fans).
 - Analysed Facebook audience insight, devise post timing to maximize reach on fans and audiences.
 - Assisted in production of advertising content for contractor. In-house content, film, series, drama. (1 short film, 5 videos).
- **Skills acquired:** Community management, social media advertising, video content creation.

ACHIEVEMENTS

GOOGLE SEARCH AWARD

Team award during Publicis Media employment.

MARKETING PLAN CAPSTONE PROJECT

A marketing plan project with an actual hotel client by 5 individuals, the objective is to pitch a marketing plan that can generate revenue for the client in the 2020 covid-19 service environment, the project ends with a shark tank style pitching and the team are ranked based on their performance by the client.

My contributions to the team:

- Leading the discussion on customer journey mapping and customer profile.
- Producing 'outing' service idea out of 3, and an 'experiential marketing' communication strategy.

Our team was ranked runner up by the client.

ADDITIONAL SKILLS

Adobe Photoshop, iMovie, Data Visualization via Microsoft Excel, Data Analysis via Spss, Data Mining via Weka, Project Management, Market Research, Google Analytics, Google Tag Manager, SEO Qualifications.

LANGUAGES

English, Bahasa Melayu, Mandarin, and Cantonese.

CERTIFICATIONS

[Display & Video 360](#)

[GoogleAds Display](#)

[GoogleAds Measurement](#)

[GoogleAds Video](#)

[Meta Certified Media Buying Professional](#)

[DV Pinnacle](#)