

Adam Ding

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I am a strategic and results-driven digital marketing professional with a strong foundation in programmatic advertising, media planning, and performance marketing. Previously, I managed, executed, and optimized programmatic campaigns for clients at an advertising agency. Now, I specialize in media planning, evaluating campaign feasibility, maximizing return on investment, and collaborating with vendors to ensure seamless execution. My expertise lies in **marketing strategy**, **analytics**, and **automation** that enable me to drive efficiency and performance at scale.

WORK EXPERIENCE

PERFORMANCE SPECIALIST, OMNICOMMEDIAGROUP

JULY 2023 – CURRENT

- Set up, activated and optimised MYR300K+ monthly Youtube, Programatic 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/clients 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
 - Navigated and managed programmatic deals, non-guaranteed deals with Display, Video, pDOOH and Audio
 - Executed, strategized on media plans to ensure campaign effectiveness, budget efficiency and healthy return for investment
 - Intermediated between Planner and Vendors for campaign setup, optimisation and reporting
 - Managed vendors on campaign setup, optimisation, reporting, simulation, and forecasting of campaign performance, and guaranteed media deliverable
 - Simulated and liaised with Vendors for viability on media plan's guaranteed deliverables, rates, and return on investment
 - Skills acquired: **DV360, GoogleAds, GA4, End-to-End campaign management, retargeting campaign, prospecting campaign, media planning, forecasting campaign performance**
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**TAAG (Technology and Activation Group) 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 DobleVerify 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: **Campaign Manager 360 expertise, Adobe Analytic expertise, Adobe Data Collection expertise, DoubleVerify expertise, Web tagging and Tracking Pixel implementation**
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SALES AND MARKETING INTERN, BIJI-BIJI INITIATIVE

NOV 2019 – FEB 2020

- Conducted Manual Web 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**

ACHIEVEMENTS

Google Search Award 2022

Contributed to the award during my stint in Starcom, as part of the tracking implementation.

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 Covid19 service environment, the project ends with a shark tank style pitching and 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
- Coming up with '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, Swimming, Long distance running, Western cooking

LANGUAGES

English – high proficiency, Bahasa Malaysia – medium proficiency, Mandarin – native proficiency, Cantonese – bilingual proficiency

Certifications

[Display & Video 360](#)

[GoogleAds Display](#)

[GoogleAds Measurement](#)

[GoogleAds Video](#)

[Meta Certified Media Buying Professional](#)

[DV Pinnacle](#)

EDUCATION

BACHELOR OF BUSINESS, MARKETING STRATEGY MONASH UNIVERSITY MALAYSIA

2019 – 2021

Part of the Monash rock climbing club.

DIPLOMA IN BUSINESS ADMINISTRATION, INTI MALAYSIA

2017 - 2018

CPGA 3.16, was part of the Ambassador of Career services.