

WORK EXPERIENCE

Manager, Media Technology

dentsu Media/360i - Remote
February 28, 2022 - Current

- Manage and traffic campaigns in our ad server: Google Campaign Manager (GCM/DCM)
- QA creative files to ensure that work meets site partner specs and ad server requirements
- Troubleshoot tag issues with site partners
- Create Double Verify tags to monitor brand safety
- Work in various systems including Celtra, Double Verify, GCM/DCM, Extreme Reach, WorkFront, etc.
- Training new team members and familiarizing them with the client and internal workflow

Specialist, Ad Ops

Havas Media Group - Remote
February 16, 2021 - February 23, 2022

- Troubleshoot tag issues with site or ad tech partners
- Work with the Analytics team to ensure campaign setup will allow for accurate, efficient, and effective data collection
- Actively participate in media planning discussions regarding trafficking strategies
- Assist in training and onboarding new teammates
- Prepare weekly status updates and monitor requests

Analyst, Ad Ops

Havas Media Group - Boston, MA to Remote
January 3, 2020 - February 15, 2021

- Manage and traffic campaigns in GCM/Innovid
- Setup and manage floodlights and pixels in GCM
- Generate, QA, and troubleshoot tag implementation
- Create Double Verify tags to monitor brand safety

Communications Consultant

Behavioral Health (BH) Link - East Providence, RI
June, 2019 - February, 2023,

- Develop and maintain a social media presence within the RI community: Facebook, Instagram, LinkedIn
- Utilize Constant Contact, Hootsuite, Canva, etc.
- Design social assets using Canva



Bianca
Bartgis

GET IN TOUCH

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EDUCATION

Johnson & Wales University '19

Advertising & Marketing Communications

- Specialization: Digital Marketing & Analytics
- GPA: 3.97 / 4.0 - Dean's List
- Alpha Delta Sigma Honor Society

Florence University of the Arts

Study Abroad, 2019

INVOLVEMENT

National Student Adv. Comp

September 2017 - November 2019

- Compete at the American Advertising Federation's National Student Advertising Competition
- Analyze data collected from Qualtrics, Zappstore, Google Survey, MRI+, Simmons, Mintel, etc.
- Presented to Client's CEO, CMO, COO, etc.
- Awards
 - '18: 1st at District Level - 9th at National Level
 - '19: 1st at District Level - 7th at National Level
 - '19: Best Use of Marketing Research

CERTIFICATIONS

- DoubleVerify IQ Blueprint Certification
- DoubleVerify Quality Analytics Certification
- Google Campaign Manager Certification
- Institute for Advertising Ethics - Ethics in Advertising
- IAS Academy Certification

PORTFOLIO

www.biancalcarangelo.com