HISHAM ALI

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EXPERIENCE

Cognitiv **Jun. 2023 – Jun. 2024**

Senior Client Success Manager

- Act as the day-to-day relationship manager for programmatic campaign strategy, execution and performance for a wide variety of clients.
- Work with client and agency programmatic teams on troubleshooting calls to diagnose and resolve issues in their DSPs.
- Effectively utilize data and insights to make campaign optimizations to exceed clients' KPI goals, drive renewals and growth.

Samba TV **Oct. 2018 – Feb. 2023**

Team Lead – Audience Activation

- Managed a diverse team of people working on implementing Samba's data strategies in programmatic and managed service environments.
- Continued to manage key campaigns with complex strategies to ensure retention of important client business.

Senior Campaign Manager

- Collaborated cross-functionally with research, product, and customer success teams to achieve a more holistic understanding of client goals.
- Expanded responsibilities to include client facing kick-off and troubleshooting calls to ensure campaign lifecycles were as smooth as possible.

Campaign Manager

- Managed a larger volume of high profile accounts, including political and GroupM campaigns.
- Expanded responsibilities to include forecasting to determine feasibility of client proposals before launch.

Associate Campaign Manager

- Executed first and third party data strategies across campaigns in multiple DSPS, ensuring campaigns were properly trafficked and managing pacing and optimization to ensure full delivery and performance.
- Worked with account management team to troubleshoot campaigns and provide actionable insights to clients.

Mindshare North America **Sep. 2016 – Jun. 2018**

Programmatic Trader

- Implemented a wide array of programmatic campaigns including both upper and lower funnel initiatives across multiple DSPs.
- Worked with agency and client planning teams to design programmatic proposals that would exceed client goals while reaching the desired audience at a granular level.
- Acted as a source of truth and education for clients and other agency teams on programmatic related questions and trends.

SKILLS AND PLATFORMS

- **Certifications** – Google Marketing Cloud (CM360, DV360, SA360, GTM, Google Analytics)
- **DSPs** – The Trade Desk, Yahoo, Beeswax, Adobe, DV360
- **SSPs** – Xandr, Pubmatic, Magnite
- **General** – Microsoft Office & Adobe Creative Suite, Fluent English, Fluent Arabic

EDUCATION

Fordham University Class of 2016 – *Bachelor of Arts in New Media and Commerce*

Bronx High School of Science