David Wallace

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I am a web and advertising technology professional | Portfolio: http://dwallace-web.github.io

Education

Eleven-Fifty Academy | Web Development | Completion Date - February 4, 2021
In this intensive part-time program, I built real world projects which are listed on my digital portfolio. I completed 500+ hours of logged programming time through this program. The education supplemented my existing skills and enhanced my work.

University of Missouri | B.A. Mass Communication
Certificate of Multicultural Studies

Measurement Solutions Specialist | Liveramp
March 2021 – Present
- Manage technical relationships with a customer portfolio and manage multiple projects simultaneously - including implementation, QA and client servicing
- Generate & QA impression, pageview and event tracking across environments
- Use SQL scripts to QA and debug dataflow from media into AWS Redshift
- Advise clients on the dataLayer variables for implementation into deployed pixels

Senior Campaign Operations Specialist | True Media
May 2019 – March 2021
- Lead technical project implementation to track KPIs on dozens of websites.
- Generated cookies, tracking pixels and click tracker urls to track user behaviors
- Managed mobile app tracking which had lead to 10,000+ app downloads
- Trained incoming team members on media trafficking & measurement processes

Campaign Operations Specialist | True Media
February 2017 – May 2019
- Setup event tracking using the DOM elements on a website
- Ensured JSON data is sent to the marketing platforms with key-value data
- Generated $1 million of ticket sales for college sports organization
- Marketing campaign trafficking, budget pacing, troubleshooting & reporting

Publisher Operations Manager | RhythmOne dba AdKarma
June 2016 – January 2017
- Generated & optimized ad tags from DSP's to programmatic publisher partners (SSP's) to increase publisher revenues by an average of 60%
- Created excel based reporting with regular cadence for various market segments

Technical Skills
Browser Development Tools; Google Analytics, Tag Manager, Campaign Manager DFA/DCM; floodlight tags; HTML/CSS; SQL; Intermediate Javascript; React.js; Basic Python; Git/Github; Intellij & VSCode; relational-databases; full-stack development;

Volunteer Work | Big Brothers Big Sisters of Central Indiana (2019 - Current)