

Nitin Bhosle

AdTech and Publisher Monetization Leader

CONTACT:

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KEY ACHIEVEMENTS

◆ **Ad Revenue Growth Expert**
Led GAM setup increasing ad revenue by 25% in 6 months at **SRMG**.

◆ **Technical Audit Specialist**
Top performer for 3 consecutive times in **ZEDO**

◆ **Campaign Management Pro**
Managed 100+ campaigns during IPL 2019 with 98% accuracy in **Hotstar**

◆ **Web Performance Enhancer**
Optimized Core Web Vitals, improving page speed by 40% on average at **Affinity**.

CORE SKILLS

◆ Campaign Management

◆ Publisher Ad Tagging

◆ Audience Management

◆ Development & Debugging

◆ OTT, Video , SSAI , DAI

◆ GAM, DV360, Google Ads, Meta and LinkedIn Paid Campaigns, GA4, GTM Setups

◆ HTML, Javascript, CSS, Wordpress, JIRA, cPanel, mailchimp.

PROFILE

Ad-tech and digital media leader with 16+ years of experience in publisher monetization, ad operations, programmatic advertising, performance marketing, and web and app technology. Experienced in managing complete advertising ecosystems for publishers, ad networks and OTT platforms, and turning business requirements into scalable, revenue-focused ad-tech solutions. Skilled in integrating technology partners, troubleshooting, improving ad performance, building monetization strategies and coordinating with sales, product, engineering and ad operations teams while protecting the user experience

WORK EXPERIENCE:

Ad Tech Manager
SRMG Media Solutions | *Dubai, UAE* ***Oct 2023 - Present***

- Led the ad-tech and monetization roadmap across 40+ websites, mobile apps and partner-publisher properties like Jeeny, Cenomi+ and more.
- Plan and build publisher ad-placement strategy, onboard new MCM publishers, and set up and execute pricing and yield-optimization strategies.
- Set up GAM campaigns, Google Ads, LinkedIn and Meta campaigns for performance-led initiatives. Integrate conversion and event-based pixels for conversion tracking in GTM.
- Troubleshoot and fix complex web and app integrations, mobile SDKs, native and rich-media formats, header-bidding, passback setups, discrepancy, delivery and reporting issues.
- Onboard demand partners, audience, measurement, rich-media, video and yield partners.
- Build audiences using GA4, PPIDs, and first- and third-party audience data, and make them available to the Ad Operations team.
- Create Looker Studio dashboards that help the team monitor inventory, campaign and revenue performance.
- Manage campaign execution, inventory forecasting, traffic acquisition and measurement with Sales, Product, Engineering, Ad Operations, Finance and external partners.

Senior Specialist Product
Affinity Global Advertising Pvt. Ltd. (AdOpsOne) | *Mumbai, India* ***Feb 2022 - Oct 2023***

- Onboard new publishers to AdOpsOne dashboard and integrate header bidding and smart refresh.
- Recommend ad formats, placements, page-speed improvements, technical optimization strategies to improve the ad revenue, site performance and user experience.
- Diagnosed ad-serving, header-bidding, refresh, console, reporting and Core Web Vitals issues.
- Worked with development teams to coordinate platform fixes and deploy new product features.
- Designed ad-operations automation wireframes and created product specifications and implementation documentation.

Assistant Manager Client Success and Media
Disney+ Hotstar, Star India Pvt. Ltd. | *Mumbai, India* ***Jan 2019 - Jan 2022***

- Manage end-to-end ad operations for IPL and other high-traffic live sports on Disney+ Hotstar.
- Coordinate with sports playout, sales and client-success teams to deliver campaigns accurately during live matches on SSAI platform.
- Manage direct, self-serve and programmatic campaigns across GAM/DFP, VideoPlaza, VMAX, Sizmek, Shifu and Blaze ad servers.
- Optimized programmatic revenue, resolved discrepancies and underdelivery, and worked with advertisers and commercial teams on campaign recovery.
- Supported user-acquisition campaigns and in-house marketing promotions across digital channels.
- Assist product team to improve the in-house SSAI ad server and develop new features.

EDUCATION

◆ **Bachelor of Management Studies**

Mumbai University – 2005-08

COURSES / DIPLOMA:

◆ **Digital Mareketing**

Inobuzz Knowledge Solutions

◆ **Diploma in Creative Web Designing**

Animatix Computer Classes

◆ **Diploma in Office Automation**

St. Angelos Computer Classes

INTEREST

- ✓ **Sports**
- ✓ **Music**
- ✓ **Cooking**
- ✓ **Trekking**

LANGUAGE

English ●●●●●

Hindi ●●●●●

Marathi ●●●●●

MARTIAL STATUS

Married

NATIONALITY

Indian

WORK EXPERIENCE

Assistant Manager Ad Ops and Performance Marketing
Network18 Media and Investments Ltd. | *Mumbai, India* ***Feb 2017 - Jan 2019***

• Led publisher ad operations across Firstpost, Overdrive, In.com, CNBC-TV18, Tech2 and News18 websites.
• Managed and optimized direct and programmatic campaigns across news, business, technology and automotive properties, using inventory and delivery trends to improve revenue, reach, CTR, viewability and timely delivery.
• Resolved discrepancies, underdelivery and website issues with clients, product and development teams.
• Managed paid audience acquisition and evaluated traffic quality, engagement and campaign returns across Google Ads and third-party partners.

Senior Tech Support and Campaign manager
ZEDO India Pvt. Ltd. | *Mumbai, India* ***Jan 2013 - Feb 2017***

• Provided global technical support to publishers, advertisers and ad networks through email, chat, calls and screen sharing.
• Managed and optimized campaigns for top publishers like NDTV, IndiaToday, DivisionD, TheHindu and more.
• Investigated and resolved underdelivery, overdelivery, passback, discrepancy, campaign integration, and platform UI related issues.
• Implemented new ZEDO ad formats and fixed associated technical challenges on publisher websites.
• Supported internal ad operations, validated campaign setups, and performed third-party certification, malware scanning and ad-network authentication.
• Worked with operations, product, sales and development teams to resolve customer-reported platform issues and campaign requirements.

Associate Account Management
Auxano Technologies Pvt. Ltd. | *Mumbai, India* ***Mar 2012 - Dec 2012***

• Supported SourceMedia editorial websites by managing client requests and coordinating delivery with production teams.
• Maintained HTML, DFP code, articles, videos, podcasts, blogs and SEO metadata across editorial properties.
• Produced Google Analytics and lead reports, coordinated with the DFP team and managed client communication through completion.

Web Designer
Epoch Outsourcing Pvt. Ltd. | *Mumbai, India* ***Jul 2011 - Jan 2012***

• Built and maintained WordPress, Joomla and Magento websites and customized themes using HTML and CSS.
• Managed hosting, FTP, cPanel, content updates and client-requested website changes.
• Applied SEO, usability, analytics and paid-campaign practices to improve search visibility and website traffic.