

A dedicated, efficient and enthusiastic professional with a combined 15 years of experience in advertising and technology who has handled all aspects of product management starting from conceptualization to completion, including design, procurement, site management, technical and financial control as well as liaison with the client.

Experience

20th Apr '15 till Date **Technical Lead - APAC**
Verizon Media Group

Overview:

Verizon Communications serves as the umbrella company of its digital content subdivisions, including AOL and Yahoo!

Primary Responsibilities:

- Lead integration & optimization of Header Bidding (Display/Video) for the APAC region.
- Lead the API integration & support for the APAC region.
- Product specialist and Lead support for VideoSSP, Ad Server, MobileSSP, One Creative, Brightroll DSP etc.
- To develop new innovations using AOL creative tool.
- Working with multiple Consolidation teams (i.e. BRXV-VideoSSP, Adtech-DSP etc).
- Deliver Pre-sales demo and onboard new clients by showcasing the benefits of Verizon Media's product stack.

Additionally:

- Contribute features and improvisations to product team.
- Creating new templates and tools to automate day to day activities.

09th Jan '12 to 20th Apr '15 **Lead - Product Specialist/Engineer**
Komli Media Pvt. Ltd.

Primary responsibilities:

- Responsible for resolving first level Technical and Business issues of the platform.
- Handling creative review for RTB as per Adex guidelines.
- Responsible for creating new licensee, users, and assets for the platform.
- Assist Account Managers with their setup and implementation issues related to platform.

Additionally:

- Led the Komli Website revamping project.
- Helped the marketing team with maintenance of the company site (www.komli.com).

14th Jun '10 to 06th Jan '12 **Technical Support Engineering**
ZEDO India Pvt. Ltd.

Primary responsibilities:

- Responsible for resolving first level Technical and Business issues of ZEDO's ad server.
- Help setup and troubleshoot various complicated rich media creatives such as Form based ads, Intromercial, Catfish, Ads on photo, Ads in Flash, Video ads etc.
- To ensure proper implementation of Companion (Roadblock) and Competing creative.
- Trafficking and troubleshooting for VAST tags by ZEDO.
- Debugging severe Billing and Inventory issues between ZEDO and 3rd party ad Servers.

Jan '07 to May '10 **Sr. Technical Officer**
Convergys India Services Pvt. Ltd.

Supported the internet service product for OPTUS (SingTel Telecommunication - Australia).

Professional Experience: 15+ yrs

Personal Info

	limeshacharya.com
	www.linkedin.com/in/limeshacharya
	limesh_v@yahoo.com
	+91-9819644042
	limesh.acharya
DOB: 15 th Feb 1982	
Marital Status: Single	

Business Skills

Technology adoption and implementation.
Ad Tech Product Design and Management.
Programmatic Campaign Planning and Management.
Programmatic Trading.
Data and Audience Management.

Technical Skills

DISPLAY: DFP, DFA, ZEDO, Adtech, OpenX, Appnexus, Pubmatic etc.
VIDEO: AdapTV, Jivox, Liverail, Sizmek etc.
MOBILE: Millennial Media, Smaato, Brightroll, Admob, Flurry etc.
DMP: Lotame, Bluekai, Adobe, Salesforce(Krux) etc.
CREATIVE TOOL: GWD, One Creative (Pictela), mCanvas, Celtra etc.
ATTRIBUTION & ANALYTICS: Apps Flyer, Flurry, Hasoffers, Google Analytics etc.
VIEWABILITY PLATFORM: Moat, comScore, DoubleVerify, GeoEdge etc.
ADVERTISING TOOLS: Ads.txt, IAS, GDPR, MediaTrust, TbV etc.
PROGRAMMING LANGUAGE: C, C++, Java, PHP, Javascript, Dot Net, XML, Json, Linux, MySQL, Oracle, Foxpro, Angular JS etc.
APPLICATIONS: Microsoft Office, Adobe Photoshop, Adobe Flash, Corel Draw, Eclipse, AutoCAD, Tally, Akamai, Amazon Web Services, Github, Android Application, Web Designing and development - CMS etc.
HARDWARE: Good Knowledge of all the hardware & network devices and their management.

- July'04 to Dec '06** **Customer Relation Executive/Helpdesk**
Tata Infotech Ltd.
 Responsible for handling technical assistance for CISCO and COMPAQ server owned & operated by some of the elite customer such as INDIAN Navy, Railways, CGWB etc.
- Nov '02 to Jun '04** **Database Executive cum Co-ordinator**
HCL Infosystems Ltd.
 Responsible for co-ordinating with multi-location installation and ensuring updating them in the internal system.
- Apr '01 to July '01** **Sales Executive**
Standard Chartered Bank
 Selling Current and De-mat Accounts.

Achievements

- Developed an HTML5 plug-in to minimize the effect of "Death of Flash", which is now being effectively used across all markets of Verizon Media Group.
- Conceptualized & constructed a product solution & fully functional feature for ATOM (in house ad serving platform), during Hackathon within the stipulated time of 24hrs. Recognized as 2nd place winners.
- Developed, Designed & Maintained, an informative webpage for RevX (revx.io).
- Successfully took the task to understand and implement the new reporting project for Ad ops team. This involved system/reporting analysis of various platforms like Mediaplex, Mediamind, DoubleClick, Atlas etc - ZEDO.
- Designed and developed some of the websites

cricketindiaacademy.com	sedil.in	shoulderclinic.in
subscription.dnaindia.com	smmart.co.in	magiciansameer.com
saiconnections.com	mumbaionweb.com	arrs-ind.com/revamp/
auxiliumgroups.com	mywedbooking.com	trivenirubber.com
developersdump.com	revx.io	komli.com

Product Tools

Atlassian JIRA & Confluence.
 Tableau, Looker, Workbench etc.
 Salesforce, Marketo etc
 CMS: Wordpress, Joomla, Drupal etc.
 CRM: Freshdesk, Zoho, Zendesk etc.

Certifications

ITIL Certified.
 Microsoft Certified Professional.
 Google Marketing Platform Certified
 Google Analytics IQ Certified
 BrightRoll DSP from Yahoo! Certified.

Academics

M.Com - 2004

Passport Details

J7281651 - 05/21
 USA B1/B2 Visa - 2028

Interest/Hobbies

Travelling/ Road Trip, Trekking, Photography etc.

Language Known

English, Hindi, Marathi, Malayalam & Tamil.