



Anish Rathore

VP Programmatic Innovana Thinklabs Limited

Creative, Team Player, Hard-working. BE(CS) from OPJIT with 6 years of experience in marketing, account management, finding channels for marketing of product.

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WORK EXPERIENCE

VP Programmatic Innovana Thinklabs Limited

09/2018 – Present

Jaipur, India

Achievements/Tasks

- Lead creative, ad-ops team for optimization of campaigns.
- Managing 7+ programmatic companies, 3+ publishers, 10+ad-networks with campaign goals.

GM APAC

YesUp Media Inc & Arteebee Inc

02/2017 – 07/2018

Toronto, Canada

Achievements/Tasks

- Recruit, managed 150+ DSP, SSP, RTB Exchanges.
- Partnership alliances, managed 300+ ad-exchange, advertisers, publisher's worth \$1 million a year.

Head of Business Development Advertising Optimum Target Inc

06/2016 – 12/2016

Achievements/Tasks

- Managed ad-campaigns worth 4 million impressions daily.
- Handled ad-campaigns worth \$200k over 20+DSP's & ad-exchange's as Turn, Rubiconproject, Taggify etc.

Director Business Development Infinite Knowledge Digital LLC

10/2014 – 06/2016

Achievements/Tasks

- Hired 3 crew members & managed \$1million sales a year.
- Daily optimization of ad-campaigns for conversion based marketing over different inventories, channels, formats.

Senior Business Development Manager 7Install LLC

09/2013 – 09/2014

Achievements/Tasks

- Growth of 408 % publisher, 2900% advertiser accounts.
- Raised contracts from \$100k a year to \$3 million a month

EDUCATION

BE (Bachelor of Engineering) CS (2009 – 2013)

OP Jindal Institute of Technology (CSVТУ) Chhattisgarh, India

SKILLS

Advertising

Account management

Marketing

Campaign Management

DSP

Programmatic

Media buying

Media Planning

Lead Generation

Marketing Strategies

Market research

SEO

Web Analytics

SEM

Crypto

Ecommerce

PROJECT

Zoptees.com (07/2017 – Present)

ACHIEVEMENTS

Listed on EBay Security Researchers Page

Listed on Adobe Security Researchers Page

Listed Nokia Security Researchers Page

Listed on CCBILL Security site , Awarded \$500

Reported vulnerabilities to Companies

Received \$5000 from PayPal , Reports to Etsy , Google Security Team

National Cyber Olympiad , AIR -1329 (2006)

Scored 86 percentile , State rank - 74 , City Rank 2

NON ACADEMIC ACHIEVEMENTS

Second in Korba District Table Tennis Association (2005)

Played and won prizes in school and inter school games in athletics , table tennis (1998 – 2008)

INTERESTS

Sports

Playing Games

Travelling

Music

Movies

New Trends in Technology & Business

Documentaries