

**Position:** Ad Ops

**Location:** Tel Aviv, IL

### **Company Background**

AppThis is an international mobile ad tech company focused on the global app ecosystem. Founded in early 2014 in Denver, Colorado by two experienced tech entrepreneurs, the company has already delivered over ten million app installs for global app developers and is further expanding its global presence with offices in London and Tel Aviv.

### **Position Description**

This role involves joining a young and dynamic team based in Tel Aviv. This position will play a key role supporting the growth of the business, working very closely with the Ad Ops team. This is a great opportunity to learn about mobile advertising from an experienced team of entrepreneurs.

### **Responsibilities:**

- Assist Ad Ops with daily ongoing tasks
- Audit and approve new offers & campaigns
- Create, deploy, analyze and optimize mobile advertising campaigns
- Coordinate network integrations for real-time tracking of revenue
- Identify, evaluate and solve problems by digging into campaign performance data
- Turn mountains of data into actionable, revenue growth plans

### **Job Qualifications**

- Strong quantitative and analytical skills
- Strong team player with excellent interpersonal and communication skills
- Strong attention to detail; exceptional technical and problem-solving skills
- Strong Excel skills are a must, familiarity with pivot tables preferred
- Familiarity with HTML preferred
- Experience with the online advertising industry a strong plus
- Undergraduate degree - BA/BS required. Mathematics or Engineering majors preferred.