

# Joshua Parks

Studio Manager + Ad Ops  
Specialist



## Contact



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Hobsonville, Auckland



## Education

### Bachelor of Business

Advertising & Marketing Major  
AUT University  
Auckland, New Zealand  
2013 - 2016



## Skills

Google Analytics

Google Ad Manager | DV360

Magnite

Docs / Sheets / Slides

Client Management

Campaign optimization

Post-campaign analysis



## Referees

### Steve Davies (Electric Art / AdTrek)

General Manager  
[steve@electricart.co.nz](mailto:steve@electricart.co.nz)

### Skipper Lomiwes (TVNZ)

Programmatic Manager  
[Skipper.Lomiwes@tvnz.co.nz](mailto:Skipper.Lomiwes@tvnz.co.nz)

### Mandy Roberts (TVNZ)

Airtime Operations Manager  
[Mandy.Roberts@tvnz.co.nz](mailto:Mandy.Roberts@tvnz.co.nz)

### Martin Tingle (Dentsu Vizeum)

Managing Director  
[Martin.tingle@vizeum.com](mailto:Martin.tingle@vizeum.com)

## Profile

I am a media and advertising professional who has a mix of skills in both digital platforms and traditional media.

My mindset is analytical and I am continually striving for personal development, ensuring that the strategies I am maintaining are the most efficient, working correctly and never stuck in the past.

Understanding online performance indicators has been a staple of my career, consistently evaluating campaign metrics and ensuring that campaigns deliver on-time and on-budget with efficient spending.

I have managed a portfolio of both agency and direct clients where I have built and nurtured many relationships along the way.

## Experience

### Electric Art Advertising | AdTrek

Studio Manager + Ad Ops Specialist

May 2023 - Present

- Working with and managing a team of 5 designers through the creative pipeline from client brief to final dispatch and delivery for all assets that move through the studio (Video, Display, Billboards, Print, TVCs)
- Creating, optimising and reporting on digital campaigns that run across programmatic through DV360 and social through Meta and Pinterest
- Streamlined workflows within the agency, created more efficient briefing sheets to ease workflows for designers, moving from static spreadsheets to live sheet briefing.

### TVNZ (New Zealand)

Programmatic Executive

Feb 2022 - May 2023

- Refined the programmatic ad structures at TVNZ to prevent clashing of ads, increase efficiency of ad slots, and put measures in place to counter insensitive ad structures
- Responding to client briefs swiftly, and if needed, consulting on how incoming briefs can be improved
- Optimizing deals daily, ensuring pacing is consistent while being alert to any deals that may have technical issues or incorrect parameters
- Deal creation and optimization using Magnite SSP

### TVNZ (New Zealand)

Campaign Executive

Oct 2020 - Feb 2022

### Trusted Group Holdings (United Kingdom)

Account Manager + Team trainer

December 2019 - August 2020

During my time at Trusted Group, I was a key member during the growth of the team as we moved from being a small UK based company to an international company through training I had delivered in Dubai.

### Vizeum Manchester / Dentsu (United Kingdom)

Account Manager

March 2019 - December 2019