

Freelance Digital Trafficker

BCF is looking for an experienced Freelance Digital Media Trafficker to assist our team with launching paid digital media campaigns. The workflow for this position will likely come in waves with the potential for some additional, lower-volume work in-between. We would require this individual to be able to work in our Virginia Beach located office during normal business hours as they learn our systems and processes, after which a remote work schedule can be established.

Responsibilities include:

- Trafficking digital media campaigns, including display, video, native and email advertising, following established naming conventions and processes. This includes:
 1. Reviewing all provided trafficking instructions and materials, following up with the team for any needed updates and/or additional information and assets as needed.
 2. Familiarizing self with the media plan being trafficked to ensure all vendors, placements, etc. are trafficked properly and completely in the allotted time.
 3. Maintain clear, timely communication with the team and appropriate vendors to ensure all trafficking is confirmed received and implemented, and that any questions, issues, etc. are resolved promptly.
 4. Cross-check serving platform to ensure campaign is firing appropriately.

Qualifications needed:

- 3+ years digital media campaign trafficking and management experience (agency setting a plus)
- Excellent, thorough knowledge Campaign Manager (formally Double Click) serving platform
- Experience with and Double Verify, Google Analytics, Google Tag Manager, and native advertising platforms strongly encouraged
- Knowledge / experience with Adara and Arrivalist platforms a plus
- Strong organization, communication and writing skills
- Desire and ability to handle multiple assignments
- Excellent attention to detail and follow through skills
- Proactive nature

Please send your cover letter, resume and hourly rate to ebaine@bcfagency.com

BCF is an Equal Opportunity Employer and a Drug-free workplace.