

Presales - DMO & Ad Operations

Role Overview

We are seeking a **DMO Solutions Architect (Presales & AdOps Specialist)** to partner closely with sales, presales, and delivery teams to design, scope, and articulate digital marketing solutions with a strong emphasis on **hands-on Ad Operations execution, campaign architecture, and performance marketing optimization.**

This role combines **solution consulting + presales ownership + deep AdOps expertise**, ensuring proposed solutions are not only strategically strong but also **operationally executable and performance-driven.**

Key Responsibilities

Presales Solutioning & Deal Shaping

- Partner with sales and presales teams on **RFPs, proactive pitches, and strategic deal pursuits.**
- Design **end-to-end digital marketing solutions** with a strong focus on **paid media and performance marketing (AdOps-led delivery models).**
- Build **win themes, solution narratives, and value propositions** aligned to client growth and ROI goals.
- Define **channel strategy, media mix, budgeting approach, and optimization frameworks** for proposals.
- Support deal structuring, effort estimation, and commercial alignment with delivery feasibility and margin expectations.
- Lead client-facing solution presentations, demos, and workshops through pursuit lifecycle.

Hands-on Ad Operations & Campaign Strategy

- Provide **hands-on expertise in AdOps execution**, including campaign setup, trafficking, QA, optimization, and reporting across:
 - Google Ads (Search, Display, YouTube)
 - Meta Ads (Facebook/Instagram)
 - Programmatic platforms (DV360, The Trade Desk, etc.)
 - Other performance channels as required
- Define **campaign architecture, tracking setup (UTMs, pixels, conversion APIs), and attribution frameworks.**
- Guide teams on **bid strategies, audience segmentation, A/B testing, and performance optimization techniques.**
- Ensure campaigns are built with **scalability, automation, and efficiency in mind.**

- Troubleshoot performance issues and provide optimization recommendations during presales and ongoing engagements.

Client Engagement & Discovery

- Conduct **discovery workshops focused on performance marketing maturity, AdOps setup, and media efficiency.**
- Assess current-state digital marketing and AdOps capabilities across tools, platforms, and processes.
- Identify **optimization opportunities in campaign execution, tracking, data flow, and reporting systems.**
- Translate client challenges into **actionable AdOps-led transformation solutions.**

Existing Account Growth & Optimization

- Collaborate with account and delivery teams to identify **AdOps-led performance improvement opportunities.**
- Design **campaign optimization roadmaps** to improve ROI, CAC, ROAS, and conversion efficiency.
- Introduce **automation, AI-driven optimization, and scaling strategies** within paid media ecosystems.
- Support account mining through **media expansion, channel diversification, and performance benchmarking.**

Automation, Analytics & GenAI in AdOps

- Leverage **marketing automation, AI, and GenAI tools** to improve campaign efficiency and insights.
- Apply GenAI for:
 - Ad copy variations and creative testing
 - Audience segmentation insights
 - Performance analysis and reporting automation
- Enable smarter decision-making through **data-driven optimization frameworks and dashboards.**
- Ensure solutions balance innovation with **platform compliance, brand safety, and execution feasibility.**

Delivery Alignment & Execution Readiness

- Ensure all proposed solutions are **fully executable within AdOps and delivery capabilities.**
- Define **campaign governance models, KPI frameworks (CTR, CPA, ROAS, CAC), and reporting structures.**
- Collaborate with delivery teams to ensure smooth transition from presales to execution.
- Provide input into **tooling, automation stacks, and operational best practices.**

Required Qualifications

- 8–10 years of experience in digital marketing, with strong focus on **performance marketing and Ad Operations (AdOps)**.
- 5+ years of experience in **presales, solution consulting, or performance marketing strategy roles**.
- Strong hands-on experience with **AdOps platforms**:
 - Google Ads, Meta Ads Manager
 - Programmatic platforms (DV360 / TTD preferred)
 - Analytics tools (GA4, Adobe Analytics, etc.)
- Deep understanding of:
 - Campaign setup, trafficking, optimization, and reporting
 - Attribution models and performance measurement
 - Media planning and budget allocation strategies
- Proven experience engaging **senior client stakeholders in presales or consulting environments**.
- Strong ability to translate business goals into **performance marketing and AdOps execution strategies**.
- Excellent storytelling, presentation, and solution articulation skills.

Note: Interested candidates may apply by sending their resumes to careers@bandhantech.com