



# Asif Rawji

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## Profile

- Driven digital strategist with a proven track record in increasing productivity, efficiencies and product improvements through the implementations of advanced optimization solutions and analytical tools
- Direct experience in the technology space with expertise in system architecture, development languages, digital campaign development, campaign management and project management using an agile methodology
- Strong work ethic with high attention to details and exceptional time management skills. A team player, acknowledged as client focused and goal driven

## Technology Proficiencies

- Programmatic Marketing: Mobile, Display, Native, Video, Cross Device, Social, Viewability, Inventory and Partnerships
- Data: Nielsen, ComScore, Integral AdScience and DoubleVerify
- Platforms: DoubleClick Bid Manager, AdRoll, Facebook, AppNexus, EyeReturn, Mixpo, LiveRail, Marketo, Salesforce
- Industry Tools & Software: Google Analytics, Google Tag Manager, Google Adwords, Office and Adobe
- Information Architect: Functionality, User Stories, User Interface, Dataflow and Information Evaluation
- Mobile & Web Development: Design, HTML5, CSS3, JavaScript and PHP

## Work Experience

### Technical Product Manager

September 2015 - Present

#### Mpire Network, Markham, Ontario

- Collaborating with stakeholders to gather requirements, develop user stories and enhance product features
- Innovating existing technologies and procedures to support revenue growth
- Leading new vendor onboarding procedures, while streamlining communication and product integration
- Researching, diagnosing and developing solutions in order to resolve technical issues
- Conducting effective orientation for new employees and training on new product features

### Business and Technology Consultant

January 2014 - Present

#### EL Nove, Toronto, Ontario

- Building business plan to develop strategies, goals, value proposition and resource requirements
- Conducting qualitative and quantitative research while analyzing value attribution for product development
- Developing information architecture, functionality and user interface for cross device application
- Managing development, design and content teams
- Ensuring all requirements are met by utilizing Quality Assurance measurement procedures
- Acquiring partnerships and managing vendors relations in order to enhance revenue

### Digital Strategist

May 2014 - July 2015

#### AcuityAds, Toronto, Ontario

- Identifying business needs, industry trends, competitive dynamics and key drivers while prioritizing requirements that would have the most impact on performance
- Innovating and evaluating existing tools, procedures and strategies to increase efficiencies and streamline campaign results

- Overseeing collaboration and working closely with AdOps and Technology departments in order to develop sustainable workflows that would drive multi-channel success
- Ensuring all requirements are met by utilizing Quality Assurance measurement procedures
- Educating AdOps department on new technical advancements and strategies
- Evaluating technical implementations such as pixels and creative tags, using HTML and JavaScript Knowledge

### **Business Analyst**

April 2013 – May 2014

#### **Mundo Media, Richmond Hill, Ontario**

- Collaborating with optimization team members to offer creative and strategic direction
- Developing prototypes for web and mobile applications, including user flows, site maps and wireframes
- Identifying models and exploring prospects to apply best practices for all distribution channels
- Analyzing business and capitalizing on industry/consumer trends, new technology and promotional opportunities
- Leading the creative development, planning and executing marketing campaigns to drive sales for assigned portfolios
- Partnering with internal teams to conceptualize and implement innovative marketing programs and enhance online user experiences
- Working with cross-functional partners and vendors to ensure projects/programs and business goals are implemented with precision and timeliness

### **Digital Campaign Manager**

October 2012 – April 2013

#### **AcuityAds, Toronto, Ontario**

- Overseeing the process of RTB campaign implementation from start to finish
- Optimizing of display, video, mobile and native RTB campaigns
- Building strategies to maximize client goals; specializing in low CPA and CPC performance
- Ensuring all client goals are successfully met and reports delivered in a timely manner
- Analyzing data to refine campaign optimization and revenue generation
- Supervising Account Managers who led daily client communications
- Trafficking over 10 Million impressions daily from Rubicon, Google, CasaleMedia, SpotXchange and AppNexus

### **Digital Project Manager**

December 2011 – October 2012

#### **Mindshark Marketing, Toronto, Ontario**

- Building web strategies, concepts, user flows, site maps, wireframes, static designs and online development for clients
- Consistently analyzing and enhancing web development code to ensure W3C guidelines are followedEvaluating Quality Assurance to guarantee project has fulfilled client's requirements
- Collaborating with Account Managers, to ensure client needs are satisfied
- Improving digital project processes to minimize project completion times, costs and to increase efficiencies
- Defining scope of project, estimated time and required resources
- Managing design and development teams

### **Education**

#### **Seneca College, Toronto, Ontario**

Communication Arts Diploma: Majoring in Creative Advertising (Specializing in Digital Strategy)

### **Referrals and References Upon Request**

