

STEPHEN UMUNNA

Director of Ad Operations | Programmatic Media Strategy

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EXECUTIVE SUMMARY

Director-level ad operations leader with 7+ years running programmatic media across DV360, The Trade Desk, Xandr, Yahoo, Zeta, Basis, Quantcast, and Vistar. Rare operator who also writes the Python/Django automation behind the team. 60x faster reporting at Causal IQ. 60% less account-management time at JointCommerce - Python and Django, written by me, not outsourced. Managed \$900K+/month in ad spend, peaking at \$1.2M/month, then owned a \$300K-\$500K/month P&L across 200+ accounts at 85% gross margin with a 15-person team. Trafficked and optimized programmatic campaigns for CDC, Hertz, Grammarly, Orangetheory, Primo Water, AAA Auto, Floor & Decor, and national political campaign teams. Strongest in campaign setup, trafficking, Private Marketplace / Programmatic Guaranteed (PMP/PG), open exchange, data-provider strategy, ROAS/CPA/CTR optimization, cross-channel attribution, and scalable ad operations workflows.

CORE COMPETENCIES

Programmatic & Ad Ops: Programmatic Advertising, Ad Operations Leadership, Demand-Side Platform (DSP) Strategy (DV360, TTD), Campaign Setup, Trafficking, PMP/PG, Open Exchange, Data Providers, Customer Data Platform (CDP), First-Party Data Platform, Two-Sided AdTech Platform, Consumer Ordering Platform / E-commerce Platform Build, Audience Activation, DSP-Side Audience Activation, Pharmaceutical AdTech

Measurement & Performance: ROAS, CPA, CTR and Attribution, Brand Safety and Viewability, KPI Reporting and Dashboards, CTV Measurement, CTV + Display Attribution, Time-to-Conversion Analysis

Channels & Audiences: CTV/OTT, Display, Video, Audio, DOOH, Audience Segmentation

Leadership & Ops: P&L Ownership, Team Leadership, Margin Optimization

AI / Engineering: Python/Django Automation, AI-Assisted Development (Claude Code, Codex, Cursor, Copilot), Model Context Protocol (MCP)

PROFESSIONAL EXPERIENCE

JointCommerce | Los Angeles, CA

AdTech platform for regulated-industry audience data, retail media, and programmatic advertising (15-person AdTech startup, \$3.6M-6M ARR)

Head of Ad Operations (with COO scope) | 04/2025 - 03/2026

Recruited to build the company's technology platform and operating system from scratch across ad operations, account management, data, and reporting.

- Ran a \$300K-\$500K/month P&L across 200+ active accounts and 50+ retail clients, holding gross margins above 85% by automating IO generation, reporting, trafficking workflows, campaign QA, and client communication.
- Delivered 3x-55x ROAS for advertisers, hitting the 3x minimum on 80% of campaigns in a regulated vertical where Google, Meta, and many mainstream channels were unavailable or restricted.
- Cut account-management time by 60% with Python/Django reporting automation that replaced manual spreadsheet updates with interactive client dashboards, pacing alerts, and renewal-ready performance summaries.
- Built MCP-based (Model Context Protocol) sales prospecting workflows that used Large Language Model (LLM) agents to match prospect data against Ideal Customer Profile (ICP) targeting parameters and surface high-fit accounts for outbound, cutting list-building time and tightening account-management focus on accounts most likely to renew and expand. Daily Claude Code, Codex, Cursor, and Copilot use across ad ops and engineering work.
- Launched a shoppable ad product adopted by 50 clients, cutting average setup time from 4 hours to 30 minutes for small-budget advertisers by auto-generating four ad sizes from product catalogs and re-ranking products in real time based on browsing behavior.
- Built the consumer-facing ordering platform (app.jointcommerce.com) and Customer Data Platform (CDP) behind a 200+ account programmatic business. Consumer app grew 100x (2,000 to 200,000 MAU in 11 months), feeding 21M+ unique profiles into the CDP. 6 DSP integrations including activation by a major DSP partner for pharmaceutical campaigns. Custom pixel tracking and 3 POS integrations for closed-loop attribution.
- Grew the owned consumer directory from 15K to 150K+ monthly active users in under 6 months through SEO and content systems, creating purchase-intent audience data for programmatic activation.

Causal IQ | Los Angeles, CA

Programmatic advertising platform serving agencies and performance advertisers

Notable clients: CDC, Hertz, Grammarly, Orangetheory, Primo Water, AAA Auto, PMI Colombia (Philip Morris International), Thomas J. Henry, Party City, Floor & Decor, and national political campaign teams.

Senior Account Operations Manager | 11/2022 - 03/2025

- Managed \$900K+/month in ad spend, peaking at \$1.2M/month, across DV360, The Trade Desk, Yahoo, Xandr, YouTube, Vistar, and other programmatic platforms; held 75-83% account-level profit margins and ranked #1 or #2 out of 22 account managers.
- Scaled the company's largest account from \$20K/month to \$500K/month by combining hands-on campaign management, client education, performance storytelling, and expansion into display, video, CTV, native, audio, and DOOH.
- Grew Floor & Decor from roughly \$10K/month to \$250K/month by pitching native campaigns layered with display and using performance reporting to defend the expanded media mix.

- Grew Thomas J. Henry from roughly \$700K/month to \$1.2M/month by showing the value of layering CTV with display, connecting upper-funnel exposure to lower-funnel reinforcement.
- Built a custom CTV measurement framework analyzing time-to-conversion across Display-only, CTV-only, and CTV+Display campaign structures. Found that layering CTV with Display reduced time-to-signup by 5-7 days for Thomas J. Henry, justifying their CTV budget expansion. Codebase handed off to Causal IQ at departure for continued use across the broader client book.
- Wrote 4 Python/Pandas tools for bid optimization, audience insights, site-list management, and reporting; made reporting 60x faster and earned adoption as the official standard across Operations and Analytics.
- Served as the technical bridge across account operations, analytics, sales, and technology teams; shipped 12+ repeatable workflows that cut campaign troubleshooting cycle time by ~40%.

Account Operations Manager | 06/2019 - 11/2022

- Ranked #2 in profitability out of 14 managers for 2 consecutive years while managing 100+ concurrent line items across multiple DSPs.
- Wrote Google Colab automation tools for campaign reporting and QA, giving non-technical teammates repeatable workflows for pacing, performance checks, and client-ready exports.

PROFESSIONAL EXPERIENCE (CONTINUED)

Director of Research and Technology | RE/MAX of Naperville and RE/MAX Enterprises | Naperville, IL | 09/2014 - 06/2019

- Wrote Python-based marketing automation and competitive analysis packages for 120 agents, contributing to a 10% increase in agent recruitment over 12 months.

Director of Operations (North America) | DoveMed Ltd. | Champaign, IL | 03/2015 - 11/2018

- Led a 10-person engineering and content team across the US and Poland; grew a global health information platform from 2,000 to 500,000 monthly active users in 14 months with near-zero paid marketing.

TECHNICAL SKILLS

AdTech Platforms: DV360, The Trade Desk, Xandr, Yahoo, Zeta, Basis, Quantcast, Vistar, YouTube Ads (DV360), Google Campaign Manager, Sizmek, Google Ads, Meta Ads.

Engineering: Python, Django, Pandas, Celery, TypeScript, Next.js, React, PostgreSQL, Redis, AWS, Heroku.

Automation and Integrations: DSP APIs, DocuSign, QuickBooks, Stripe, SendGrid, POS systems, custom pixel tracking, reporting dashboards.

Analytics: Tableau, Ahrefs, Google Tag Manager, Google Search Console, Google Analytics 4, New Relic.

AI-Assisted Development: Claude Code, Codex, Cursor, Copilot. Agentic Workflows: Model Context Protocol (MCP). Production AI Stack: Vercel AI SDK, Gemini, LLM tooling (RAG, prompt engineering).

EDUCATION

Bachelor of Science, Molecular and Cellular Biology | University of Illinois at Urbana-Champaign | Graduated May 2012

PORTFOLIO

Stanford BIOE 230 Interactive Platform | bioe230-interactive.vercel.app

Scoped, built, and delivered a 180-module learning platform adopted by Stanford Bioengineering, with interactive visualizations, contextual AI tutor support, and 960 practice problems.

CartoChrome Healthcare Access Score | cartochrome.com

Integrated 21 public data sources into a healthcare access score for every US ZIP code, with 4M+ provider records, automated pipelines, and spatial analysis.