

## Account Analyst, Ads Team

ABOUT THE DIVISION: XUMO ADS TEAM



XUMO seeks to delight users by connecting them to great content that speaks to the TV fan in all of us. Building a personalized television experience based on our intelligent, in-house recommendations engine, allows XUMO to bring premium content from the world of news, sports, entertainment and pop culture, direct to the user on their terms. XUMO has developed a brand-new way for consumers to enjoy the television they love, and for content owners to stream live or on-demand content right into their fans' households. The first software-based TV platform, XUMO has successfully combined live TV and video-on-demand into one, easy-to-use experience that is free to access, stream and use. XUMO is available on multiple streaming platforms including LG, VIZIO, Panasonic and Samsung smart TVs, Roku and mobile devices.

Are you ready to join a company that is paving the way in streaming entertainment? Play a critical role on XUMO's Advertising Team, providing daily insights and data-driven analysis across our portfolio of key accounts and partnerships. A data science background is not required, but an analytical mindset, eagerness to problem solve, and excellent client relations skills are a must.

In this cross-functional role, the Account Analyst will support the optimization of existing (and new) accounts for all revenue-generating business units. This role is responsible for leveraging data tools and systems to monitor performance, identify trends, insights, and present opportunities for revenue growth.

### RESPONSIBILITIES:

- Regular presentation of insights and performance analytics to Leadership Team
- Analyze performance and assess potential constraints that hinder success/identify opportunities for optimization
- Produce and ensure accuracy of reporting for various internal teams; create automated reports and dashboards with operational and revenue-focused data
- Perform platform and channel-level analysis to aid in the development of monetization strategy
- Collaboration with Operations team members to ensure new integrations are performing at expected levels
- Initial point of contact to engage with partners in the evaluation of account activity as it relates to ad yield
- Perform ad-hoc analysis, reports and administrative tasks as assigned

### ABOUT YOU

- Hands-on experience with ad tech platforms (Freewheel, SpotX, Telaria, etc.)
- Highly proficient in Excel and Powerpoint



- Positive, clear, and professional written and verbal communication
- Ability to delve into large pools of data and pull clear, concise insights (conversationally and visually)
- Exceptional organizational skills, attention to detail, and ability to maintain focus in a fast-paced environment
- FIO (Figure It Out) mentality is a must

