Jérôme Charnaux

Senior Digital Media Manager · AdTech & Publisher Monetization Specialist

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PROFESSIONAL SUMMARY

AdTech professional with 13+ years of experience in publisher monetization, programmatic advertising, yield management, and affiliate marketing. Proven track record of building publisher operations from scratch and scaling revenue significantly — including growing a team's annual gross revenue from $1.1M to $3.6M at RedMas, and building BabelMedia's publisher division from zero to $100–150K in monthly gross revenue within one year. Experienced in working with SSPs including AppNexus and Rubicon Project, managing Private Marketplace (PMP) deals, and delivering KPI reporting with YoY analysis to senior stakeholders. Trilingual (French, English, Spanish) with deep expertise across European and Latin American markets.

CORE SKILLS

Programmatic Advertising · Google Ad Manager · DoubleClick · AppNexus / Xandr · Rubicon Project · Private Marketplace (PMP) · Prebid.js · Publisher Monetization · Yield Management · Yield Optimization · Revenue Optimization · Affiliate Marketing · Ad Operations · Ad Inventory Management · Performance Marketing · Data Analytics · Marketing Analytics · KPI Reporting · A/B Testing · Marketing Automation · CRM Management · Stakeholder Management · Cross-functional Team Leadership · Publisher Network Development

PROFESSIONAL EXPERIENCE

Publisher Success Manager | Argy.ads

Nov 2025 – Jun 2026 · Remote

Digital advertising agency specializing in Google Ad Manager optimization and publisher revenue growth.

- Drove revenue optimization for ~20 publishers, achieving yield improvements of 4–20% per publisher through targeted pricing rules, reporting frameworks and ad inventory analysis
- Spearheaded the transformation of the company's lead outreach operations, scaling daily publisher contacts from 10–20 manual outreach to 500+ automated daily contacts, significantly accelerating publisher network development
- Secured a new video demand partner deal, diversifying publisher revenue streams and expanding available ad formats across the portfolio
- Advanced a native advertising demand partner contract to final negotiation stage, further strengthening the company's monetization offering
- Contributed to CRM optimization and publisher communication workflows, improving outreach efficiency and partner engagement

Publisher Success Director | BabelMedia.global

Sep 2022 – May 2024 · Spain · Remote · Full-time

Brought in to build BabelMedia's publisher monetization division from the ground up, establishing the full operational infrastructure before handing off to an incoming director.

- Architected the complete publisher tech stack from scratch — Google Ad Manager account, CRM, publisher-facing dashboard, and onboarding email templates — creating a scalable foundation for publisher network development
- Grew the publisher network from 0 to 100–150 accounts and reached $100–150K in monthly gross revenue within the first year through targeted publisher acquisition and yield management
- Led and mentored a team of 4 specialists, stepping up as acting director during absences and serving as the key operational link between the team and C-suite leadership
- Established a KPI reporting framework tracking publisher revenue, RPM and fill rate evolution on a semestrial and annual basis, enabling data-driven revenue optimization decisions

- Directed day-to-day publisher relationships, ad inventory performance monitoring, and revenue reporting across the growing network

Media Buying Director | RedMas

Feb 2017 – Sep 2022 · 5 yrs 8 mos · Buenos Aires · On-site

Scaled a publisher monetization operation from $1.1M to $3.6M in annual gross revenue (+227%) over 5 years, leading a team of 3–5 specialists across AdOps, trafficking, and revenue operations.

- Expanded the publisher network from ~100 to 200+ accounts while maintaining consistent ad inventory performance and quality standards
- Optimized CPM and fill rate balance across display (banner, interstitial, anchor) and video formats via Google Ad Manager, maximizing net revenue per impression through yield management strategies
- Collaborated with SSPs including AppNexus and Rubicon Project, and orchestrated select Private Marketplace (PMP) deals to diversify and strengthen publisher revenue streams
- Evaluated and initiated header bidding implementation using Prebid.js to reduce dependency on a single ad provider and improve overall yield optimization across the publisher portfolio
- Coordinated with the trafficking team to execute campaigns on owned ad inventory, and administered monthly payment cycles for 200+ publishers in close collaboration with the finance team
- Delivered bi-annual and annual KPI reports tracking YoY revenue evolution, CPM trends and fill rate across the publisher portfolio, presented to senior management and stakeholders

Media Buyer Sr | RedMas

Jul 2015 – Feb 2017 · 1 yr 8 mos · Buenos Aires · On-site

- Cultivated affiliate publisher relationships and optimized campaign performance across display and video formats
- Supported senior management in developing monetization strategy and onboarding new publishers to the network

Media Buyer Sr / Media Buyer | Kontextua

Mar 2013 – Jul 2015 · 2 yrs 5 mos · Buenos Aires · On-site

- Acquired and nurtured publisher relationships for a leading in-text, in-image and display advertising network serving 20,000+ webmasters across Latin America
- Developed and presented media and advertising packages to prospective publishers, consistently achieving publisher acquisition and revenue targets

EDUCATION

MSc, International Business & Marketing | ICN Business School, Nancy

2010 – 2011 · France

M1, International Business Management | IMEA Besançon

2006 – 2010 · France

LANGUAGES

French — Native/Bilingual (C2) · English — Native/Bilingual (C2) · Spanish — Full Professional (C1) · Portuguese — Elementary (B1)

CERTIFICATIONS

TOEIC — Score 990/990 (Perfect score), issued by ETS