Brian Hoskins

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SUMMARY

Digital advertising technology leader with an established record of creating best-in-industry products and solutions within a high-visibility, high-stakes environment. Experienced with technical integrations, ad development, QA processes, and ad systems technology. Well-versed in pre- and post-sales processes as well as industry best practices, policies, and standards. Detail oriented and passionate about creating industry-leading products and finding solutions where others cannot.

SKILLS

First and third-party technology integration • Product development • Project management • Troubleshooting • QA testing • Ad system setup and optimization • Creative and system QA • Creative trafficking • Third-party tag management • GDPR/CCPA privacy integration • Data pulling and analysis • Creative format development and integration • Google Native Ads development and integration • Cross-team collaboration (can communicate well with engineers as well as salespeople and executives)

TECHNOLOGY AND TOOLS

Productivity and Workflow: Jira, Zendesk, PagerDuty, Lucid Chart, Microsoft Office Suite, Google Workspace, ServiceNow, Workday, Concur, Slack
Data and Analytics: Conviva, DataDog, Google Analytics, MOAT, Excel, Google Sheets
Digital Advertising: Google Ad Manager (expert level), Prebid header bidding, Google AdSense, Google Publisher Tags, Google Native Ads, Freewheel MRM, GeoEdge, Teads, Connatix, Disney and Hulu Ad Systems, A/B testing, VAST/VPAID, MRAID, GeoEdge
Web Development: HTML, CSS, JavaScript, XML, Charles Proxy, browser dev consoles

WORK EXPERIENCE

Senior Manager, Ad Development | The Walt Disney Company, Disney Entertainment & ESPN Technology | January 2019 - April 2024
Led a team of five web developers and solutions engineers in providing technical product development, live-site troubleshooting support, performance analytics, integration expertise, and after-hours critical support, serving 12 stakeholder groups spanning seven regions globally, across 15+ highly-visible brands for both web and app environments. Acted as an internal digital advertising expert for all site and app redesigns, providing technical guidance while balancing the needs of the business. Collaborated with site and app engineering teams, product managers, sales, legal, executive leadership, and external vendors in all aspects related to digital advertising integration, ad system capabilities, and policy.

- Provided leadership and expertise in developing and launching 50+ digital advertising products for use on Disney-owned apps and websites, including ESPN, ABCNews, National Geographic, and Marvel.
- Led the technical integration for all digital advertising in support of ESPN's multi-year, $3 billion betting partnership.
- Managed a support team utilizing both Jira and Zendesk, completing approximately 120 tickets per month while maintaining all service level agreements.
- Developed and implemented operational processes for all aspects of digital advertising on Disney properties,

including troubleshooting, QA testing, trafficking, and ad interaction data collection.

- Created and managed an automated on-call escalation process consisting of 20+ employees, providing 24/7 on-call ad support for all global teams.
- Developed and managed an automated intake tool which spanned seven different teams and routed each request to the appropriate team with relevant ticket information, increasing the efficiency of ticket assignments and decreasing time spent per ticket.

Senior Manager, Technical Ad Production | ESPN | February 2015 - January 2019

Led a team of three web developers which provided pre- and post-sales sponsorship support to the ESPN Digital Sales team, including custom development, "go live" hypercare support, and post-launch data and troubleshooting support for all ESPN US and International properties. Acted as the technical expert for all advertising specifications, and managed the development and content of internal and external product specification websites.

- Worked with key stakeholders in Sales and Product across all ESPN Global regions to identify business needs, offer technical solutions to address those needs, and leverage my team of developers to build and launch those solutions.
- Developed 20+ advertising products for both web and app environments, including native advertising, in-ad video video products, and high-impact front-page display ads for ESPN US and International properties.
- Provided leadership for all things related to digital advertising product development, testing, implementation, and training.
- Trained groups within Sales and Ad Operations on pre- and post-sales processes and "how-to's", including trafficking of creative, QA, and basic troubleshooting.
- Worked with my team to build productivity and troubleshooting tools to be used within Sales and Ad Operations.

Manager, Ad Services | Disney ABC Television Group | Seattle, WA | August 2011 - January 2015

Managed a team of four direct reports focused on all aspects of pre- and post-sales support, including training, troubleshooting, onboarding of new properties, product development and support, internal processes, QA, and after-hours support, spanning all Disney and ABC web and app properties for both display and video advertising.

- Managed cross-functional teams within the Ad Services group, focused on digital ad support and development.
- Provided technical guidance and expertise for digital ad products and systems integrations across Disney.com, ABCNews, ABC.com, and ABCFamily, including ABC Digital's first ad-supported digital streaming player.
- Cross-trained employees throughout the Digital Sales organization to ensure advertising campaigns were implemented quickly and accurately.

EDUCATION

Bachelor of Arts, Communications | University of Washington | Seattle, WA