Arianna Pibernus

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Customer Success & AdTech | Mobile Programmatic | Campaign Performance & Optimization

PROFESSIONAL SUMMARY

Customer Success Manager in mobile in-app programmatic advertising, managing a portfolio of enterprise DSP clients across e-commerce, fintech, QSR, rewards, and gaming verticals. Translate campaign data into ROAS, CPA, and CPI gains through cross functional work with AdOps and ML teams. Background in brand marketing and analytics, with hands on fluency in attribution, supply path transparency, and creative performance.

EXPERIENCE

Bidease – Manhattan, NY *October 2025 – Present*

Customer Success Manager

- Own a portfolio of enterprise programmatic accounts across e-commerce, fintech, QSR, rewards, and gaming, managing user acquisition and retargeting campaigns measured on CPA and ROAS across multiple global markets.
- Analyze campaign performance in Grafana and SSPs to surface trends, optimize budgets, and drive measurable lifts in ROAS, CPI, and CTR.
- Partner with AdOps and ML teams on model retraining, audience segmentation, and supply curation, turning client goals into concrete optimization actions.
- Lead client facing performance reviews (WoW/MoM recaps, MBRs, ABRs, and QBRs), building decks and reports that translate raw metrics into clear, actionable narratives.
- Strengthen retention and account growth through proactive communication, transparent reporting, and creative performance analysis.

American Marketing Association – San Diego, CA *August 2021 – May 2025*

Vice President of Special Events

- Led a 15 member team to plan and execute large scale events, including a Professional Networking Night; connecting students with industry and brand professionals.
- Secured sponsorships and partnerships by building relationships with companies and professionals, driving event participation and funding.
- Mentored a team member toward academic and career goals while aligning team efforts with organizational objectives through regular planning meetings.

Romulus Media – San Diego, CA *November 2024 – January 2025*

Brand Marketing Strategist

- Drove a 65% increase in website engagement through targeted outreach and data informed marketing initiatives.
- Conducted market research on audience interests, shaping targeted strategies that lifted engagement by 43%.
- Analyzed large datasets to build reports and insights, improving campaign effectiveness and increasing ROI by 32%.

Techtronic Industries – Irvine, CA *May 2024 – August 2024*

Marketing & Sales Intern

- Tracked campaign performance in Power BI, identifying optimizations that drove a 15% increase in customer engagement.
- Managed Salesforce CRM to maintain accurate lead and interaction data across the sales pipeline.
- Created marketing collateral (brochures, flyers, email campaigns, presentations) using Canva and Adobe Illustrator to communicate product value.

SKILLS & CERTIFICATIONS

AdTech & Analytics: DSP/SSP, UA, ROAS/CPA/CPI/CTR, AppsFlyer, Grafana, supply-path transparency, creative performance analysis

Tools: Power BI, Salesforce CRM, HubSpot, GSuite, Canva, Adobe Illustrator, Claude

Certifications: StackAdapt Advanced Programmatic; AppsFlyer Mobile Attribution; Google Data Analytics; Google Digital Marketing & E-commerce; HubSpot, Basis Programmatic Essentials

EDUCATION

San Diego State University

B.S. in Business Administration, Marketing | American Marketing Association; Tau Sigma Honors Society