



## Life as a Programmatic Associate by James

### Introduce Yourself

Hey, I'm James and I currently work as a Programmatic Associate at Merkle here in London. Having worked in a bakery before and during university culminating in a thrilling weekend selling avocado on toast at Bestival, I decided to take the big leap into the world of Digital Marketing.

### What made you interested in digital in the first place and why this role?

Well, having studied marketing at university I was immediately drawn to the digital marketing landscape due its growth rate in comparison to other areas of the industry. It's also a constantly evolving area of marketing that, in my opinion, doesn't get taught enough in higher education.

### What do you do on a day to day basis from 9am to 5:30pm?

Starting here at Merkle 3 months after finishing university I was excited to get learning on the job. I started in the Programmatic Training Academy. Here, my typical day-to-day consisted of attending training modules on different aspects of the role taught by different members of the team and given plenty of tasks to complete to consolidate this new knowledge.

It's a complex industry to get your head around at first. Full of acronyms, technical jargon and a wide scope of industry verticals to consider in the agency environment. At first this can seem quite daunting but a couple months down the line and it becomes almost like second nature. But in an ever-evolving industry like programmatic, nothing stays the same for long which means new features and capabilities are uncovered all the time.

A year in now my typical day-to-day has changed a lot and now looks something like the below:

09:00 – 09:15: Check emails and plan tasks for the day

09:15 – 10:00: Checking in on any live campaigns and making optimisations to improve performance

10:00 – 10:30: Weekly meeting with internal client team

10:30 – 11:30: Generate report for a client with commentary on performance and insight to send over

11:30 – 12:30: Planning strategy, media buys and budgets for upcoming campaign to send to client for approval

### LUNCH

13.30 – 14:00: Call with a media publisher to discuss upcoming campaign and potential deal

14:00 – 16:00: Building an upcoming campaign in the interface

16:00 – 16:30: Weekly client call to run through performance and weekly actions

16:30 – 17:15: Reply to any outstanding ad-hoc requests (analysis, technical question) from clients

17:15 – 17:30: Check live campaigns and prep for the next day

### What's your favourite thing about your role & What's your next step in terms of your career path at Merkle?

Working on a variety of clients means I get the opportunity to work on totally different types of campaigns both small and large scale. I lead my own client as well as working on a big client team, so

I get varied responsibilities across two completely different industries. Ultimately, no two campaigns or clients are the same which makes each day different.

The culture in the office is also great with company socials organised throughout the year and lots of like-minded people about the place. I'm now even part of the social committee so I get to decide and lead some of them!

I'm now looking forward to understanding other areas of the business and taking the lead on more projects and accounts as my confidence grows!