Matt Jenkins

Advertising Operations Manager | London

Contact

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Core skills

Project management

Strong commercial relationships with vendors, clients and business stakeholders.
Maintaining clear communication across internal teams in the UK and Poland.

Print production

Managing all aspects of Ad Ops, from deadlines, ad trafficking, flatplanning with a deep understanding of advertising specifications and requirements.

Artworking and design

Extensive experience using industry tools to create artwork and layouts for brand and advertorial print advertising.

Process management

Managing and optimising print processes and workflow ownership to establish quality and accuracy.

Ensuring compliance so that all advertisements comply with ASA/CAP regulations, as well as editorial brand guidelines and overall brand vision.

Profile

Advertising Operations Manager with over 20 years' experience across national newspaper and magazine publishing. Specialist in advertising workflow management, campaign delivery and cross-department coordination between commercial, editorial and production teams. Currently responsible for print advertising operations across The Observer, Observer Magazine and New Review, ensuring accurate delivery of advertising campaigns within strict weekly press deadlines while supporting commercial revenue objectives.

Work Experience

The Observer, London

Advertising Operations Manager
October 2025 – Present

Responsible for managing advertising operations across The Observer's print portfolio including The Observer Newspaper, Observer Magazine and New Review. Working closely with the commercial and editorial teams to coordinate advertising placement, manage production workflows and ensure all advertising is delivered accurately and on time within tight weekly press deadlines.

- Manage all print advertising operations across the Observer Newspaper and supplements.
- Working closely with commercial teams regarding bookings, advertising space and deadlines.
- Heading up trafficking, flatplanning and advertising placement across multiple titles.
- Ensure all advertising materials meet technical specifications and production standards.
- Liaise with clients, agencies and internal teams to resolve advertising queries or technical issues.
- Maintain compliance with ASA/CAP advertising regulations and editorial brand guidelines.
- Manage advertising workflows to ensure accuracy, efficiency and deadline delivery.

Key Achievements

Successfully helped establish and manage advertising operations following the Observer's transition to an independent business structure, ensuring continuity in advertising workflows previously handled externally. By coordinating closely with commercial teams and implementing structured processes for ad trafficking, flatplanning and production, I helped ensure advertising delivery remained accurate and efficient during a period of organisational change while maintaining strict press deadlines across all titles.

Rhapsody Media, London

Senior Account Manager
August 2021 – August 2025

Managed the transition of work from Hearst to Rhapsody, leading and onboarding the Rhapsody Poland team. Project managed this team to ensure continuity of service for all stakeholders.

- Responsible for all advertising operations relating to classified and advertorial content within the Hearst portfolio.
- Worked closely with external agencies to ensure ad booking accuracy, space availability, advert specifications, scheduling and deadlines were all managed efficiently.
- In charge of all aspects of classified advertising print production, including copy chasing, flatplanning, ad layout and design, colour accuracy, and proofing.
- Instrumental in securing additional work on Delicious magazine using industry contacts and setting up appropriate processes for new ad feature pages.

Technical skills

Software

Experience using all standard industry tools including Adobe Suite: InDesign, Illustrator, Photoshop, Acrobat Pro with competency in Dimension and Adobe Express, Figma, OneVision Asura, Enfocus Pitstop Pro.

Well versed in using various publishing content management systems and booking systems, including: Rhapsody Engine, Censhare, Adpoint, Salesforce, WoodWing.

Proficient in using other tools such as Google Workspace, Microsoft Office, including AI tools, Claude, Claude Code, ChatGPT, Gemini.

Education

Sandwell College

August 1998 – January 1999

NVQ Mechanical Engineering.

Moseley Secondary

School

September 1993 – June 1998

8 GCSEs.

Training

Hearst Magazines UK

January 2012:

Advanced InDesign for print.

Advanced Photoshop for print and

web design.

Transco

January 2001 – November

2002

Train the Trainer Course.

Customer Service Course.

Customer Ethos Training.

Availability

One Month.

References

Available upon request.

Hearst Magazines UK, London

Production Designer
November 2011 – July 2021

Responsible for artwork design based on supplied design briefs and repurposing content for print to ensure the final output effectively reflected each client's products and brand values. Additionally, I carried out image retouching, colour correction, and contract proofing to maintain consistency for print. Designed and administered online competitions and analysis using digital ad platforms.

Key Achievements

Conceptualised and designed several new layouts for ad-feature pages, styling these templates to be visually cohesive for each publication.
Made key contributions in a small team that implemented an in-house intranet site using WordPress and ad-portal for display advertising, enabling cost savings.

Hachette Filipacchi, London

Advertising Production Controller
July 2006 – November 2011

Managed advertising across the magazine portfolio and oversaw ad trafficking, including responsibility for loose inserts and print display advertising.

- Acted as a central point of contact between the commercial sales team, clients and print vendors to ensure timely delivery and correct placement of advertising.
- Pre-flighted advertising files and resolved any technical issues.

Midland Auto Trader, Birmingham

Desktop Publishing Operative
November 2002 – July 2006

Responsible for creating classified and full-page advertisements according to client briefs. Typesetting and proofreading tasks, while ensuring all content was accurate and delivered to strict press deadlines.

- Categorising ad bookings for entry into the CRM, ensuring accuracy of copy and booking details.
- Planned issues including pagination and flatplanning issues prior to sending sections to press.
- Proactively secured a transfer to the in-house studio. This progression included producing full page advertisements, cover pages, and extensive image retouching and cut-outs.

Transco Metering, Birmingham

Customer Accounts Assistant
Jan 2001 – Nov 2002

Responsible for resolving queries and complaints from gas shipping companies and regulatory bodies, including Ofgem and Energywatch, ensuring all issues were addressed within strict regulatory deadlines.

- Maintained the National Gas Meter Database, using technical infrastructure maps and liaising with engineers, meter readers and gas shippers to identify demolished sites and redundant gas supplies for safety compliance.
- Successfully implemented a mentoring scheme for new employees, providing ongoing support and one-to-one training to support skills development.

Peters Booksellers Ltd, Birmingham

School Orders Clerk
January 1999 – December 2000

Processed book orders for primary and secondary schools across the UK, generated and posted invoices, and effectively addressed both internal and external enquiries.