STEVEN CABRAL

SENIOR DIGITAL SIGNAGE & DOOH OPERATIONS MANAGER | DIGITAL SIGNAGE TECHNOLOGY

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PROFESSIONAL SUMMARY

Digital out-of-home ad operations specialist with 10+ years in digital media and 7+ years running trafficking, delivery, and reporting for a 65-unit Las Vegas billboard network. Trusted by blue-chip brands and Las Vegas icons including Verizon, Spectrum, Modelo, the LVCVA, the Vegas Golden Knights, Raiders, Aces, and Athletics to execute everything from one-day activations to annual contracts, including live, event-triggered campaigns and a dual-platform CMS migration, with a consistent record of on-time, over-delivered campaigns.

CORE EXPERTISE

Digital Out-of-Home (DOOH) Advertising • Ad Operations & Campaign Delivery • Digital Signage & CMS Administration • Daktronics VENUS • Apparatix • Broadsign • Software Migration & Platform Transitions • Technical Troubleshooting • Digital Asset Management • Media Scheduling & Monitoring • Systems Implementation

CAREER HIGHLIGHTS

- Led nationwide implementation of Ultra TV digital signage across 1,500 retail locations, integrating Broadsign players, custom display hardware, connectivity, and centralized advertising operations.
- Managed a 12-person Ultra Mobile project team and reduced project costs by 30%.
- 7+ years as sole ad trafficking and operations owner for a 65-unit Las Vegas DOOH network serving approximately 150 advertisers annually.
- Managing a live transition from Daktronics VENUS to Apparatix while maintaining campaign delivery.

PROFESSIONAL EXPERIENCE

Advertising Traffic Controller

January 2019 – Present

Las Vegas Billboards | Las Vegas, NV

- Sole owner of ad trafficking and operations for a 65-unit digital billboard network serving approximately 150 advertisers annually, including Verizon, Spectrum, Modelo, LVCVA, and major Las Vegas sports franchises.
- Run a phased migration from Daktronics VENUS to Apparatix while maintaining live campaigns across both platforms and ensuring uninterrupted delivery.
- Audit inventory, playlists, rotations, and spot loads to meet contracted play requirements; produce proof-of-play reports and investigate delivery discrepancies.
- Execute complex dayparted, weighted, multi-phase, and event-triggered campaigns, including real-time game-result creative and dynamic countdowns.
- Coordinate creative formats, newly activated boards, and decommissioned inventory without disrupting scheduled advertisers.

Digital Media Producer & Podcast Publisher

2017 – Present

Club Disco Dynamite | Las Vegas, NV

- Independently produce, record, edit, and publish music-focused podcast programming for international distribution.
- Manage audio production, digital assets, publishing workflows, website promotion, and social media audience engagement.

Web Marketing Coordinator

May 2016 – December 2016

Apartment SEO | Long Beach, CA

- Built and maintained WordPress websites for multifamily apartment communities, managing content, site updates, and relevant property imagery.
- Administered GoDaddy domains and updated apartment pricing, available units, and property details to keep listings accurate and current.
- Administered Google Webmaster Tools (now Google Search Console), tracking website performance metrics, search visibility, and indexing.

- Published podcast episodes and wrote episode descriptions; sourced relevant images and maintained digital content across client properties.
- Supported SEO and PPC initiatives through keyword research, link building, content optimization, and website performance monitoring.

Digital Project Manager | Digital Signage & Marketing Operations July 2013 – May 2016

Ultra Mobile | Costa Mesa, CA

Promoted from social media and paid digital advertising responsibilities to lead Ultra TV, a nationwide 1,500-location retail digital signage initiative. Oversaw hardware integration, custom installation design, Broadsign CMS operations, shipping logistics, and targeted content delivery.

- Managed Ultra Mobile's social media presence and paid campaigns on Google Ads and Instagram before promotion into project management.
- Led rollout of Ultra TV to 1,500 retail locations; coordinated a 12-person team and achieved a 30% reduction in project costs.
- Sourced cost-effective TCL 40-inch displays and Broadsign media players; trained in player programming, configuration, and preloading advertising content before shipment.
- Coordinated custom phone-shaped plastic display façades and standardized installation kits with wall-mount hardware, cord concealers, and illustrated setup instructions.
- Troubleshot retail Wi-Fi limitations and incorporated USB cellular modems as alternative connectivity solutions.
- Administered Broadsign management software to schedule advertising, remotely update content, monitor player connectivity and playback, troubleshoot offline devices, and manage targeted messaging across the retail network.
- Oversaw device assembly, packaging, UPS shipping account, inventory distribution, damaged shipments, claims, and fraud-related issues.

SKILLS & TOOLS

Digital Signage & CMS | Broadsign CMS & Media Players • Daktronics VENUS • Apparatix • Remote Player Monitoring • Device Provisioning • Network Connectivity • CMS Migration

Ad Operations | DOOH Trafficking • Campaign Scheduling • Proof-of-Play Reporting • Dynamic & Event-Triggered Content • Inventory Auditing • Targeted Advertising

Implementation & Marketing | Multi-Site Deployment • Hardware Procurement • Vendor & Shipping Logistics • Technical Documentation • Google Ads • Instagram Advertising • SEO • WordPress • GoDaddy Domain Administration • Google Search Console • Website Analytics

Creative & Productivity | Adobe Photoshop, Illustrator, Premiere Pro & Audition • Digital Asset Management • Microsoft Excel, Word & PowerPoint

EDUCATION & CREDENTIALS

Pasadena City College — Broadcasting & Telecommunications | Digital Marketing Consultant, Radio Advertising Bureau

LANGUAGES

English (Native) | Spanish (Fluent: speaking, reading, writing)