
Strategic Digital Marketing Leader • Data and Analytics Strategist • Client / Agency / Publishing Experience

EXECUTIVE PROFILE

- Strategic Digital Marketing Leader with extensive expertise in digital transformation, data analytics, and monetization strategies. Proven track record in building and leading successful digital marketing initiatives, with an entrepreneurial mindset. Skilled in integrating insights from data analytics to drive campaign optimization and enhance customer experiences.

PROFESSIONAL EXPERIENCE

Blue Carbon Consulting Inc. (Ad-Tech/Monetization Consulting)

2021 to Present

Co-Founder / Managing Partner

- Co-founded and built a thriving ad-tech and digital monetization firm by leveraging comprehensive digital marketing and transformation experience, applying a 'Sales as a Science' model to drive business growth.
- Developed and executed strategic vision that led to successful establishment of vendor partnerships with leading programmatic display, video, native, self-serve, email, data, and subscription partners, including Optima, SetUpAd, Insticator, Publifit, Primis, Connatix, ShowHeroes, Exco, Jeeng, Whizzco, Decide, Dianomi, AdButler, FewCents, Neustar, Socialgist.
- Successfully managed remote and overseas teams, demonstrating adaptability and effective leadership across different time zones and cultures.
- Became proficient in content marketing and SEO, leveraging these skills to drive website traffic and improve online visibility.
- Mastered dashboarding and data visualization with Looker Data Studio, providing valuable insights to drive business decisions.
- Expertly utilized Pardot / Salesforce tools and BuiltWith for client relationship management and business development, streamlining operations and improving efficiency.
- Utilized key AdTech technologies, such as Adbutler and Google Ad Manager, to manage programmatic vendors and optimize ad operations.
- Built a robust client roster, including partnerships with InvestorVillage.com, Clublink, MediMap, demonstrating exceptional client management and business development skills.

VerticalScope Inc.

2017 to 2022

Progressive Roles - Senior Sales Engineer to Director, Data Strategy and Analytics

- Spearheaded the evolution of the company's sales approach, introducing a SaaS methodology (Sales as a Science) to drive pre-sales efforts, and contributed to fueling client prospecting, sales, and overall business growth.
- Advanced data-driven marketing strategies by leveraging conversation and behavioural data sets to craft comprehensive Consumer Decision Journey narratives and market positioning.
- Directed a broad range of data strategy and analytics functions, leading DMP operations, first-party data monetization, second-party data integration, and programmatic partnerships.
- Established a strong culture of client success across teams, fostering trusted relationships with internal and external partners, and implementing a white glove service approach for all clients.
- Worked collaboratively with Sales, Ad Operations, and Data Science teams across US and Canada to create best-in-class client solutions, improving client satisfaction and business outcomes.
- Developed and launched thought leadership pieces supporting key vertical markets, including Finance, demonstrating industry expertise and bolstering company reputation.
- Oversaw significant research and analytics initiatives, resulting in positive year-over-year audience growth and enhancing data governance structures.
- Played a key role in a global unification project, ensuring successful platform migration for one-third of the communities and leading the evaluation of key partners including Google 360, GAM, and Lotame.

IAB Canada

Jan 2020 to present

Data 2.0 Course Instructor

- Curate and deliver Data 2.0 course curriculum with emphasis on the use of data in programmatic trading.
- Content covers how data is collected, managed, governed and applied in the digital advertising ecosystem

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GTB / Blue Hive (division of WPP)

2014 to 2017

Progressive Roles - Group Account Director to Director of Analytics | Shopper Strategy Lead

- Developed and led the CRM and Analytics Team, integrating digital, media, social, and business analytics to enhance campaign performance.
- Managed \$25.8M in digital investment for the Always On Retail program for Ford of Canada, driving significant increases in key performance measures YoY.
- **Key Achievements:**
 - Successfully increased Ford.ca visits by 38%, total Build & Price by 48%, and total Shopping Activities by 85% YoY, showcasing the ability to drive significant growth in key performance metrics.

SapientRazorfish (formerly SapientNitro)

2007 to 2014

Director Marketing Strategy and Analysis | North American Central / Rhinos Strategy Lead

- Led multidisciplinary project teams in the pursuit of new business opportunities and achieved multi-million dollar annual revenue targets.
- Developed and delivered customer experience enhancements as Interim Product Owner of TD CanadaTrust's OSO application, contributing to a top spot in Forrester's Application Rankings.
- Worked with notable client engagements including Abbott Laboratories, BMO, RBC, TD Bank, Canaccord Capital, Rogers, Primus, The Weather Network, Global Hyatt, Under Armour, Wal-Mart, and Meijer Loyalty/Mobile.
- **Key Achievements:**
 - Acted as Interim Product Owner for TD CanadaTrust's Online Sales and Onboarding application, leading customer experience enhancements. These efforts directly resulted in TD CanadaTrust clinching the top spot in Forrester's Application Rankings.
 - Instrumental in re-invigorating SapientNitro's Global Financial Services Center of Excellence, serving as its inaugural 'thought leader', demonstrating dedication to innovation in the financial sector.
 - Significant contributor in evolving a secure online redesign project for a major Canadian Financial Institution, leading to a full-scale Digital Transformation Project.
 - Honoured with the Creativity Award (peer-recognized) for contributions to the Wal-Mart eCommerce Project.

PROFESSIONAL SKILLS AND DEVELOPMENT

- Google Marketing Platform (GTM, GAM, GA360, DV360)
- IAB Data Fundamentals and Programmatic Course
- Lotame University Training
- Sapient Start – Agile fundamentals, workshop facilitation

EDUCATION

- George Brown College, Toronto, Ontario, Canada | Web Design Certificate, 1998
- St. Clair College, Windsor, Ontario, Canada | Diploma Advertising, 1994 (Advanced Standing)
 - Scholarships Awarded: Croatian Fraternal Union Scholarship, Slovak Vojvodina Scholarship, Windsor-Essex Real Estate Board Scholarship
- University of Windsor, Windsor, Ontario | Studies towards Bachelor of Commerce (Honours Business Administration), 1991