

Otilia Otlacan

Ad Operations & Online Advertising Specialist - Ireland

W: <http://www.worky.com/adops>

Not seeking permanent / fulltime employment. Only available for project-based assignments of up to 10 hours / week, in: Ad Operations, Online Advertising (PPC, SEM, ad networks), Online Marketing, Content Monetization, SEO.

Otilia Otlacan's Professional Experience

2008 - Present

RightFit Media - Co-Founder

- assist online businesses, both new and already established ones, to formulate and execute online revenue strategies;
- assist ad-supported websites in making the most out of their page and ad impressions;
- advise ad enabled sites in choosing the right ad serving and ad optimization platform;
- formulate and execute mid to large-scale online media plans (CPM, CPA, CPC advertising on both search and content properties);
- formulate and execute online strategies for businesses that are traditionally offline focused.

Key Skills

Ad Operations, ad ops, advertising operations, digital advertising, digital publishing, facebook advertising, Online advertising, Online Publishing, Social Media, social media advertising, Social Media Strategy, web monetization

2006 - Present

Innova Systems & Technologies - Marketing Manager

Innova Systems & Technologies specializes in research and development of new technologies for railways and shock absorbers and is my family's business.

After having acted as remote Online Marketing Advisor for some of the company's online initiatives over the past years, I have taken on a more comprehensive role starting February 2011.

I am currently formulating and driving Innova's marketing strategies, with particular focus on:

- Business Development;
- Online Marketing;
- Online Advertising.

Key Skills

Business Development, Marketing, Online Marketing

2010 - 2011

Facebook - Advertising Operations Associate

I worked directly with top tier brands and creative agencies across EMEA to establish and execute successful advertising campaigns on Facebook's platform.

In charge of running ad operations across +25 countries and +15 languages, across some of the most challenging EMEA markets: Central and Eastern Europe, all of MENA, Turkey, South Africa.

Agencies: GroupM (MEC, Mindshare, MediaCom), McCann Erickson, ARBO, Medyanet, Nana10, Connect Ads, Habari, Est Media Group, SOL, HTTPool, Web2Media

Brands: P&G, Unilever, Nike, VISA, Coca-Cola, Diageo, RedBull, Vodafone, Nokia, Motorola, Samsung, ING, Gucci, Levi's, Microsoft, Sony, Kellogg's, Baskin Robbins, Fiat, Pepsi, BMW, Opel, Audi, Ford, Chrysler, Volvo, Chevrolet, Peugeot, Michelin.

Key Skills

EMEA

2008 - 2009

various online Irish start-ups - Advertising Operations Manager / Online Marketing Manager

At MUZU.TV, where I served as Ad Operations Manager during 2008, I worked directly with the Sales, Marketing, Finance and Product teams in order to develop new ad products, advise on technical implementation and integration of ad systems, develop and manage customized ad operation processes.

At JOLT Online Gaming, where I served as Online Marketing Manager during 2009, my focus was on Online Advertising, Ad Revenue Optimization and Web Traffic Analysis, for both triple-A game titles and legendary, reworked titles.

Key Skills finance, Marketing, Marketing Manager, Online Marketing, online marketing manager, Operations Manager

2006 - 2008 **Google - Advertising Account Associate**

I owned and developed the Google AdSense revenue responsibility for a whole language market (cross-countries), and promoted the Google AdSense product and brand within the target market.

2002 - 2006 **Freelancer - Online Marketing Consultant**

Provided Online Marketing consultancy for small online businesses: developed and implemented Online Marketing strategies in order to achieve growth goals in terms of revenue, traffic volumes, visitor and customer retention.

Key Skills Marketing, Online Marketing

2002 - 2002 **Romania Data Systems - Marketing Coordinator and Sales Representative**

1999 - 2002 **Atlas, Arad - Romania - Assistant to Managing Director**

Otilia Otlacan's Education and Qualifications

2011 **Bachelor/Degree - Executive Leadership Certificate, Management
Cornell University**

2003 **Bachelor/Degree - M.Sc., Marketing
Universitatea de Vest „Vasile Goldiș” din Arad**

2002 **Bachelor/Degree - B.Sc., Economics
Universitatea de Vest „Vasile Goldiș” din Arad**

2001 **Bachelor/Degree - Certificate in Professional Management, Management, Marketing,
Finance
The Open University**

1995 **Bachelor/Degree - Bacalaureat, Informatica
Colegiul National Moise Nicoara**

Otilia Otlacan's Additional Information

Links

Ad Operations Online - <http://www.adoperationsonline.com>

RightFit Media - <http://www.rightfitmedia.com>

Personal Website - <http://www.otiliaotlacan.com>

RSS Feed - <http://www.adoperationsonline.com/feed/>

Linkedin Profile - <http://www.linkedin.com/in/otiliaotlacan>

Languages

Greek - Working knowlege

French - Fluent

Romanian - Fluent

Interests

Digital Media, Online Advertising, Online Marketing, PPC, SEM, SEO, Online Publishing, Ad Operations, Ad Trafficking

Memberships

Chartered Institute of Marketing (UK), e-Marketing Association (US)

Awards

Google OSO Gold Recognition Award, December 2007

Google OSO Gold Recognition Award, June 2007

Google Peer Award, 2006 and 2007
