DAVOR RAPIĆ

SENIOR MEDIA BUYER

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Belgrade, Serbia

Profile Summary

Experienced media buyer with over 7 years of expertise in Social Media Marketing. Demonstrated proficiency in driving sales and generating qualified leads across diverse business sectors, including E-commerce, service-based industries, and SaaS. Skilled in crafting sophisticated tracking and reporting systems to measure and optimize campaign performance.

Professional Skills

- Meta ads
- LinkedIn ads
- Google Tag Manager
- Google Analytics 4
- Supermetrics
- Go High Level
- Mixpanel
- Canva

Work Experience

Adops QA Team Lead
2017- 2019

- *YourBow, Belgrade (remote)*
- Led a team of four AdOps QA specialists, collaborating closely with them on daily responsibilities concerning publisher-side direct-sold campaigns across 25 US news websites, utilizing Google ad servers.

Meta Media Buyer
2019 - 2020

- *Elian Media, Belgrade (remote)*
- Oversaw Facebook ad campaigns for diverse E-commerce clients, executing top-of-funnel (TOF), middle-of-funnel (MOF), and bottom-of-funnel (BOF) strategies, along with comprehensive retargeting, to optimize key metrics and maximize the return on advertising investment.

Senior Meta Media Buyer
2020 - 2023

- *AR Top Media, Belgrade (remote)*
- Supervised ad spends of up to $200k monthly for lead generation across a range of clients in the finance niche. Spearheaded the development and upkeep of a tailored, sophisticated tracking and reporting infrastructure specifically designed for lead generation purposes.

Senior Meta Media Buyer
2023 - present

- *UNLMTD agency, Belgrade, Serbia*
- I am responsible for Meta and LinkedIn ad management for both clients and internal initiatives, taking full ownership of numerous projects from inception to execution. This includes implementing comprehensive tracking setups utilizing tools such as Google Tag Manager (GTM), Supermetrics, Mixpanel, and GA4. Additionally, I construct advanced backend configurations within the GHL framework

Education

Gimnazija High School
2004 - 2008

Natural Sciences and Mathematics

Courses

- Web design course
  Krojač web design school
- Front-end developer course
  CODE by Comtrade
- GTM and GA4 courses
  analyticsmania.com