

DANUT J SPATARU

PUBLISHING / ADVERTISING / DIGITAL

RÉSUMÉ

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PROFESSIONAL SUMMARY

Twenty five years of experience producing and managing **digital advertising content** for newspapers, magazines, books, business directories and websites. Ten years working as project manager/EA. Ten years of **e-commerce operations** (cosmetics, pharma, tech, retail). Five years of **content modeling** for social and digital media.

EDUCATION

University of Colorado, Boulder
Digital Advertising Strategy
Specialization

MacEwan University,
Grant MacEwan College
Edmonton, Canada
Visual Communications, Diploma
Major: Computer Graphics/Design

Digital Technologies International
Salt Lake City, UT
Publishing Platforms for
Business Advertising

Northern Alberta Institute of
Technology, Edmonton, Canada
Microcomputers & Microprocessors
Technologies, Certificate

High School, Predeal, Romania
Grade 12 Baccalaureate Diploma
Major: Mathematics & Physics



WORK EXPERIENCE

2016-2020 **Communications and Client Relations Manager, Marketing and Transactions Coordinator**
Brown Harris Stevens/Halstead, Corcoran Group
445 Park Avenue, New York, NY

Communications and Client Relations: managed the communication channels between team members, agency's stakeholders/directors, clients and attorneys; prepared client presentations and deployed press releases and weekly newsletters; updated sales reps' profiles on agency's websites and social media accounts.

Marketing: created marketing materials and managed print and digital advertising campaigns (Google, Facebook, Instagram); managed several databases of nearly 30,000 contacts; wrote ad copy for, and inserted advertisements in partners syndicated publishing platforms (NYTimes.com and The New York Times Sunday Edition, Wall Street Journal, StreetEasy.com, OLR, etc.)

Transactions and administration: coordinated the workflow of brokers and managed their calendars; generated and submitted search, sales and client reports; organized and co-hosted weekly board meetings; edited client contracts, procedural manuals and house materials; managed the full life-cycles of contractual transactions and filed all corresponding information on agency's databases.

2011-2016 **Director of Digital Operations and Executive Assistant to the Publisher and Editor-in-Chief**
Marbles & Marbles International, Inc.
TWELV Fashion Magazine, New York, NY

TWELV is a made in New York City fashion, culture and lifestyles magazine which in 2011 I helped to produce and launch together with styling and editorial talents formerly nurtured at Condé Nast, Vogue Italia and Paris Vogue. While there, I was involved in every aspect of the magazine's print and digital production, publishing, marketing and distribution cycles. Specifically, during that time I -

- Managed the digital operations (technical, creative, outsource resources).
- Developed the magazine's business model and its market positioning.
- Created the magazine's design, marketing and public relations departments.
- Defined the digital ad and media planning operations and online brand identity.
- Researched vendors and negotiated contracts with printing and distribution services in the United States, Canada, Japan, Hong Kong, Europe and UK.

1999-2010 **Managing Editor / Director of Ad Operations**
Pacific Webcard Directory, Vancouver, Canada

Pacific Webcard Directory was an online business advertising agency which also provided e-business development and internet marketing consulting services. My main roles there were to manage the online advertising and client communication channels, to create ad content for the digital paid campaigns, and to coordinate the workflow of its two advertising platforms: a business directory and a real estate private listings service.

Some of Pacific Webcard's biggest clients were businesses from the **cosmetics** and **pharmaceuticals** industries specialized, primarily, in skin care and anti-aging products. As they all employed large e-commerce operations, in those relations, my specific responsibilities were to ensemble and manage their internet marketing teams, to coordinate the development of their e-commerce websites, to monitor web analytics, and to report to their stake holders the performances of all digital ad campaigns and online sales.

SPECIALIZATION CERTIFICATIONS

- Google Search Ads Certification
- Programmatic (The Trade Desk)
- Native Advertising (Taboola)
- Social Media Advertising

BUSINESS SKILLS

Ability to distill through complex data and synthesize it in concise presentation formats.

Extensive experience managing the workflow of cross-functional teams involved in simultaneous, complex projects.

Ability to communicate effectively with all levels of professional groups and personality types and to motivate the people I work, or interact with.

Possess an analytical mind and a passion to research and use data to guide business strategies.

Perform well under pressure and in high-pulse, deadline-driven environments.

TECHNICAL SKILLS

MS Office/Adobe's/Google Suites, InDesign, Illustrator, Photoshop), Google Analytics, QuarkXPress, 37Signals - Basecamp Project Management. Ability to hand code HTML/CSS.

PORTFOLIO

To learn more about my professional experience, past projects and accomplishments, please scan or [click the QR code](#).



WORK EXPERIENCE

1988-1998 Special Projects Manager and Production Assistant
Purple Pages Publications and Trader Media Publications
Edmonton, Canada

For ten years I helped to design and manage the development of (i) a new generation of advertising databases that worked simultaneously across print and online platforms, (ii) one of the first ever fully-electronic layout pagination systems for newspapers, and (iii) numerous automation programs for digital image processing by coordinating the workflow of highly-specialized, cross-functional and geographically-dispersed teams of contractors (USA, Canada, UK, Germany).

Working also as a designer, programmer and content editor, during that time I managed the development of one of the first-ever fully electronic pagination platforms, an early digital ad syndication system which would intake, format and feed online classifieds between international newspapers (FAPIA), and a package of automation routines which processed high-volumes of digital images (400 per minute) simultaneously, for both the print and online versions of these publications. When fully completed, these ad automation tools replaced entire outdated production systems at a number of newspapers in several countries.

1987-1996 EA to the Head of Library Technical Services, Computer Lab Assistant, Faculty and Student Support
MacEwan University, Edmonton, Canada

Rated as one of the best Business, Public Relations and Journalism schools in Canada, and among the first colleges in North America to offer specialized computer graphics courses within a visual communications program, MacEwan University was also my employer for a period of ten years (on annual term contracts). While filling these roles, I covered the operations of a number of academic departments among which were the library and learning resources center, as well as the circulation, reference, special collections archives, research, computers, internet and information services.

During that time, for a period of four years, I taught computer graphics courses for the outreach program, administered and supervised exams in one of the first computer managed learning labs, and published the college's computer applied technologies magazine which was created entirely in a digital format. Its printed copies were distributed in sixteen countries.

CONSULTING PROJECTS

2013 Gaphis Inc., New York, NY

First published in 1944 in Switzerland, Gaphis Annuals is an international publisher of books on communication design which present the best submitted work in graphic design, advertising, photography, art, and illustrations. *Project Objectives:* (1) to create a parallel digital production process that would produce its annual art journals simultaneously in hard copy and downloadable formats, and (2) to manage its E-commerce operations and Amazon publishing platform.

2012 Ethis Communications., New York, NY

A Wall Street-based advertising agency which researches, creates and publishes advanced clinical content exclusively for **biotech and pharmaceutical companies**, as well as for highly-specialized medical communities. *Project Objective:* to create a more efficient workflow between writers, editors, designers and contractors who produce medical print supplements, white papers, interactive case studies, industry-specific magazines and digital content deployed through syndicated channels, webinars and real-time online conference boards.