

ZORAN RAŠKOVIĆ

Head of Media Buying | User Acquisition Leader

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Executive Profile

- Head of Media Buying with 10+ years in paid acquisition (dating & adult verticals)
- Managed \$1M+ annual ad spend across multi-channel campaigns
- Reduced CPA by 55% and increased user reactivation by 35% through advanced segmentation and retargeting
- Built automation systems reducing manual optimization time by 60%
- Specialized in API-driven media buying, predictive analytics, and LTV optimization

Career Highlights & Impact

- **Managed large-scale acquisition campaigns across media buying campaigns**, converting and monetizing traffic from platforms like ExoClick, Traffic Junky, Traffic Factory, Traffic Stars, Taboola, MGID, RevContent, and many others, using a variety of ad formats (native, display, popunders, interstitials, push, in-page push, email traffic, members area traffic, video ad formats, tabs), **driving millions of visits monthly for global dating and membership platforms**.
- Developed **custom automation scripts integrating APIs and postback data**, streamlining campaign monitoring and reporting across multiple ad networks.
- Led user acquisition within an **affiliate network**, converting high-intent traffic into active members for **in-house dating sites** while achieving **target CPAs and CPLs**, maintaining **sustainable profit margins**, and applying advanced **user segmentation and remarketing strategies** to drive long-term growth
- Implemented **OneSignal Push API automations** for real-time user engagement, boosting site traffic consistency and returning-user frequency.
- **Built and refined automated retargeting strategies** on adult networks to convert incomplete sign-ups into active members, increasing recurring user value and retention. Integrated data from **various traffic sources via APIs** and automated reporting processes for enhanced efficiency.
- **Introduced data-driven segmentation models** to align traffic sources with user intent, improving lead quality and reducing wasted ad spend.
- Collaborated with cross-functional product and tech teams to align user acquisition data with platform analytics, ensuring precise CPA tracking and lifetime value forecasting.
- Represented companies at **key industry events and conferences**, contributing insights on performance marketing trends and emerging traffic optimization tools.

Technical & Skill Stack

- **AdTech & BI Tools:**
ExoClick (ExAds), TrafficJunky, Traffic Factory, TrafficStars, Taboola, MGID, RevContent.
Tableau, Voluum, BeMob, Binom, Keitaro, and Everflow for performance tracking and reporting.
Highly proficient in configuring behavioral retargeting, postbacks, and pixels; advanced use of ExAds API for automated campaign management.
- **Automation & Engagement Tools**
Creating business workflows using a combination of various LLMs (ChatGPT, Gemini, Lovable, Codex).
Advanced use of OneSignal Push Platform (Push API automations), Visual Studio Code, and data visualization workflows in Excel, Google Sheets, and Pivot Tables.
- **Development & Scripting**
PHP, SQL, Python, Linux (Intermediate) — setting up LAMP stack, CRON jobs, and VPS environments (Linode, DigitalOcean, Hetzner).
Creation of automated workflows, combining and merging data from several different sources into ONE business report, for faster BI decisions.
Highly proficient in HTML/CSS/Bootstrap for landing page optimization and integration of S2S postbacks, tracking pixels, and retargeting logic.
- **Analytics & CMS**
Google Analytics, WordPress CMS, DataTables JS.
- **Professional Strengths**
Detail-oriented, structured, and reliable under pressure.
Fast to adapt, highly analytical, **contextually creative** and consistently goal-driven.
Critical thinker and creative problem-solver with hands-on execution style.
- **Languages**
English (C2) | Serbian (native)

Work experience

TrafficPartner.com | Senior Media Buyer (Contract) | January 2026 – March 2026 (2 months), Remote

Managed RTB acquisition campaigns across the DACH region using a custom in-house platform, optimizing traffic quality, CPA, and overall ROI
Collaborated with the creative team to define high-performing angles and improve conversion rates across multiple campaign segments
Executed campaign setup, testing, and scaling across key RTB partners including TrafficStars, ExoClick, TrafficJunky, Clickadilla, and Tube Corporate
Contributed to campaign optimization and performance improvements during a short-term, project-based engagement

Modular Tech | Head of Media Buying | January 2025 – November 2025 (11 months), Remote

Led media buying operations for an AI-driven SaaS company powering white-label dating, creator, and community platforms.
Managed cross-network campaigns across major adult networks, acquiring and monetizing traffic for both Modular Tech's owned brands and B2B partner sites.
Implemented advanced segmentation, API-based bidding, and behavioral retargeting strategies to optimize conversions and ROI. Collaborated with data and product teams to align campaign data with predictive analytics models, ensuring efficient traffic scaling and profitability. Represented the company at major industry events, contributing insights on traffic monetization and acquisition trends.

PremiumAds4u | Senior Media Buyer | February 2024 – October 2024 (8 months), Remote

Managed multi-geo traffic acquisition for multiple clients across major ad networks on CPC and CPM models, optimizing campaigns for ROI and conversion rate.
Executed media buying strategies promoting high-performing third-party affiliate offers across dating, entertainment, and adult verticals.
Utilized networks such as ExoClick, TrafficJunky, TrafficFactory, and MGID to drive qualified traffic at scale.
Applied tracking and postback integrations through Voluum and Keitaro for accurate attribution and performance analysis.
Promoted diverse third-party affiliate offers across multiple GEOs and ad formats, optimizing performance through data-driven testing and traffic source diversification.
Supported agency expansion by testing new traffic sources, evaluating funnel performance, and implementing early automation workflows.

First Beat Media | Head of Media Buying / Media Buying Lead | January 2013 - December 2023 (11 years), Remote

Directed the multi-geo, multi-vertical **media buying department** for a global portfolio of adult and mainstream dating brands, overseeing campaign strategy, team performance, and cross-channel acquisition to in-house niche membership websites (adult and alternative adult niches), converting free users to paid customers.
Managed and mentored a **team of media buyers**, establishing performance frameworks, quality standards, and training processes that improved team productivity and campaign profitability.
Owned full-cycle traffic strategy—from planning and execution to reporting and optimization—across major ad networks including **ExoClick, TrafficJunky, TrafficFactory, TrafficStars....**
Pioneered **marketing automation initiatives**, integrating the **OneSignal Push API** to deliver personalized push notifications at scale, significantly increasing user engagement and recurring revenue.
Developed **custom automation scripts and dashboards** for data collection, reporting, and campaign monitoring, reducing manual workload and improving decision speed.
Launched and refined **re-targeting strategies** across adult traffic sources to re-engage leads, boost conversions, and increase repeat user value.
Collaborated with product, analytics, and creative teams to align campaign logic with monetization objectives and overall business goals.
Managed **multi-geo performance campaigns** and led several teams responsible for acquiring and monetizing mainstream traffic through **Taboola, MGID, RevContent** and other native ad platforms.
Oversaw the setup and optimization of content funnels monetized via **Google AdSense** and smaller ad networks, balancing traffic scale with quality and compliance.
Trained new media buyers on bidding, tracking, and analytics workflows, ensuring consistent application of best practices across campaigns.
Collaborated with content, SEO, and monetization teams to align ad performance with engagement goals and audience intent.
Designed reporting systems to track ROI and CTR across channels, creating a data-driven foundation for future team expansion.

Key Achievements:

- Built and coached a high-performing media buying team with a data-driven culture focused on accountability and ROI.
- Increased conversion rates through structured experimentation, traffic segmentation, and behavioral optimization.
- Introduced automation and real-time reporting systems that raised operational efficiency and long-term profitability.

Independent Affiliate Marketer & SEO Specialist (Remote) | 2007 – 2013 (6 years), Remote

Created and managed a network of 40 affiliate websites promoting weight loss supplements via the MoreNiche UK program.

Achieved **#1 Google USA rankings for key terms such as "weight loss pills" and "weight loss supplements."**

Handled all SEO, content, and monetization tasks using WordPress and Drupal CMS, generating strong organic traffic until major algorithm changes reshaped the model.

Key Achievement:

- Reached and maintained top US Google organic rankings for highly competitive keywords, driving consistent affiliate revenue.