

Client Project Success Story

Social Media Client Releases Subscription Service in International Markets



The Challenge

My client, a leading social media company, tasked my team with developing an advertising campaign to promote their subscription service in the H2 of 2024.

- **International Scope:** 80 countries and more than 6 different languages.
- **Limited Resources:** Team staffing would not increase in the short term.
- **Quick Turnaround:** The subscription service will be released in different markets on a rolling schedule and with limited notice.



The Approach

I identified opportunities to improve ROAS (return on advertising spend) and create processes to reduce lead times.

- **Conducted Strategic Analysis:** Created a quantitative analysis to identify specific international markets to prioritize.
- **Developed Team Processes:** Created standardized processes and training documents for an offshore team, resulting in a 40% reduction in lead times.
- **Tracked and Reported Progress:** Utilized project management tools (Asana and Google Sheets) to track updates and report the campaign status to the clients.



The advertising campaign was implemented in 45 countries and across 5 different languages within the first 30 days after launch. **The campaign exceeded the ROAS (return on advertising spend) goal by over 50% as the campaign activated on time in priority markets.**

The Results

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About Robert Djakovic

Robert is a skilled marketing professional with experience managing national advertising campaigns for prominent brands, including PetSmart, Verizon, Clorox, and Meta. He has successfully coordinated internal teams and agency partners to launch and optimize campaigns that drive customer acquisition and increase sales revenue.

With knowledge of stakeholder communication and data analysis, Robert ensures that projects are completed on time and within budget. He is proficient in using Excel for data analysis and designing Tableau dashboards to deliver actionable insights. His experience also includes developing comprehensive project scopes and budgets, as well as mitigating risks by creating detailed project schedules.

Robert holds a Master of Business Administration (MBA) and is a Certified Associate in Project Management (CAPM). Additionally, he is a Certified Tableau Desktop Specialist and skilled in leveraging project management tools like Asana.

Currently, Robert is transitioning his career from digital advertising to marketing project management. He actively seeks opportunities in industries such as consumer-packaged goods (CPG), food service, and hospitality.

To talk about your organization's needs, reach Robert: rob.djakovic@gmail.com or (909) 973-3945.