

Mihael Turkalj

Paid Media & Programmatic Specialist | Measurement and Tracking

DV360, Google Ads, GA4, GTM, Consent Mode

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mihaelturkalj.com (interactive portfolio) | linkedin.com/in/mihael-turkalj

SUMMARY

Paid media and programmatic specialist, five years at Omnicom Media Group running DV360 and Google Ads for enterprise brands including McDonald's, Red Bull, NIVEA, Podravka, Nissan and Glovo. Managed 6-8 concurrent accounts carrying around EUR 50,000 in monthly media spend, peaking near EUR 100,000 in seasonal months, with media delivery across nine markets and client reporting across 17.

Comfortable debugging why two numbers disagree, not only reporting them. I built the multi-market Looker Studio reporting layer my team ran on, owned the tag management and consent architecture behind the campaigns, wrote Python automation that went into daily production use, and mentored the students and juniors who joined the team.

Portfolio: **mihaelturkalj.com** walks through the measurement pipeline I build for clients, from the first click to the dashboard, in ten clickable 3D models. Available immediately, remote (CET), on a contractor / B2B basis.

SKILLS

Programmatic and paid media

Display and Video 360: hands-on in advertiser accounts, display and YouTube, setup through in-flight optimisation and reporting. Google Ads: Search, Performance Max, YouTube, Display and App campaigns, five years as primary discipline. Criteo dynamic retargeting. Budget pacing, bid strategy, account structure, query mining, audience and creative testing. YouTube Brand Lift studies.

Measurement and tag management

Google Tag Manager, client-side, in production. Consent Mode v2: Basic as portfolio standard, Advanced where traffic cleared Google's modelling thresholds. GA4: conversion tracking, event definition, bidding signals, attribution and cross-domain debugging. Google Business Profile integration and location assets. Mobile measurement through Kochava. Enhanced Ecommerce. Meta Pixel and Conversions API, implemented on my own site. Google tag gateway via Cloudflare and a server-side GTM container, both in my own environment.

Web build

WordPress and WooCommerce from the build side: client sites assembled in Elementor with custom CSS, including a complete WooCommerce catalogue. In practice it means I can open the site I am tagging and change it myself instead of queueing a developer ticket.

Reporting, data and automation

Looker Studio, formerly Google Data Studio: multi-source dashboards at scale across 17 markets, five years. Supermetrics and native connectors. SQL against GA4 export schemas in BigQuery alongside the team's data lead. Advanced Excel. Python: scripting and API integration, Google Ads API, Google Ads scripts, YouTube Data API v3, LLM integration via Claude Agent SDK and Gemini.

Languages

Croatian, native. English, fluent, degree taught in English. German, basic.

WORK EXPERIENCE

Omnicom Media Group

Performance Marketing Specialist | May 2024 – Jul 2026

Junior Performance Marketing Specialist | Oct 2021 – May 2024

Zagreb, Croatia. Student contract Oct 2021 – May 2024, full-time employment May 2024 – Jul 2026.

Ran paid media for 6-8 concurrent accounts across multiple markets, with 20-30 individual Google Ads accounts on the largest client alone. Clients included McDonald's, Red Bull, NIVEA, Podravka, Nissan, Renault, Bosch, Vivax, Glovo, Neostar, Auto Zubak and Lonci i Poklopci.

- Ran programmatic display and video through DV360 in advertiser accounts for two global brands, handling campaign setup, in-flight optimisation and reporting, at a volume of 10-15 concurrent campaigns a month on the larger account, including a weather-triggered campaign with creative rotating on live forecast conditions through automated line-item logic.
- Built and owned the reporting layer for a multi-brand FMCG client: over a hundred Looker Studio dashboards a year across 17 markets, blending Google Ads, DV360, GA4 and platform exports through Supermetrics and native connectors, consumed directly by the client and replacing a manual Excel-to-PowerPoint cycle.
- Owned the measurement layer across the portfolio. Implemented tracking through Google Tag Manager and GA4, including Enhanced Ecommerce, and defined the conversion events campaigns were optimised and bid against. Ran Consent Mode throughout: Basic as standard, Advanced on the two accounts with enough traffic for Google's modelling

thresholds, where conversion modelling was genuinely active rather than nominally implemented.

- Diagnosed a Performance Max campaign for a QSR client where budget was leaking into Google Maps local actions rather than the intended recruitment conversions. Traced it to the location asset auto-inherited from the linked Business Profile and excluded it at campaign level.
- Analytics for a DTC ecommerce account where Meta and Google traded places month to month in reported performance: reconciled the two attribution views against blended backend revenue over total spend, so budget decisions were made on one number neither platform could claim.
- Acted as the team's technical reference across seven people: juniors on Google Ads, senior colleagues on GTM and data handling, and the team lead on reporting architecture. Mentored the students and juniors on campaign setup, bidding, query mining and the QA pass before launch. Built a GTM sandbox and trained three colleagues on it.
- Built the agency's first AI agent on Google's adspace_agent framework, standing up campaign structures via the Google Ads API with optimisation recommendations through Gemini. It ran in daily use inside my team until I established that per-account cost made it uneconomic at our portfolio size, after which it was narrowed to the cases where it beat a person on speed and cost. Also built the daily budget and pacing script the team used every day.
- Integrated Google Business Profile into Google Ads for a national QSR estate of 40+ restaurants, and ran app campaigns continuously for two years across install acquisition and in-app engagement, measured through Kochava. Also ran YouTube Brand Lift studies, automotive lead generation and Criteo dynamic retargeting.

Scope confirmed in a written employer statement, available on request.

Digital Talents

Web Developer | Apr 2020 – Aug 2021

Remote. Digital agency within the Algebra group. Project-based work during studies.

- Developed and launched 5-6 client websites end to end on WordPress, assembled in Elementor with custom CSS, owning the full technical setup on each build: analytics, tagging, Search Console and mail delivery configuration. Scoping, delivery and handover managed directly with clients. Examples: sedraholidayresort.com, plitvicelakesaccommodation.com.
- Built a complete WooCommerce store for a client, product catalogue and store configuration through to handover, short of the payment gateway. The client closed the project before launch.

U.S. Commercial Service, U.S. Embassy Zagreb

Virtual Intern | Sep 2020 – Jan 2021

600 hours.

- Market research and business analysis supporting U.S. companies entering the Croatian market. Reference available: Nina Cerkez, Commercial Specialist.

PROJECTS

mihaelturkalj.com, interactive measurement walkthrough (2026)

Built as a single self-contained page with no frameworks or 3D libraries: a WebGL2 engine written by hand and ten clickable 3D models that each show one stage of a measurement pipeline (browser, consent, tag manager, tag gateway, server-side GTM, GA4, ad platforms, reporting) in a "before / after" state, plus a separate mobile flow and a live lab link. Deployed on Cloudflare.

AI brand-safety auditor for YouTube campaigns

Python tool that resolves raw placement exports to YouTube channels, enriches them via the YouTube Data API, and has an LLM evaluate each channel against the brand's own written safety guidelines rather than a keyword list. Outputs a paste-ready exclusion list with a rationale per channel.

Generative engine visibility audit

How a B2B SaaS brand and its closest competitor surfaced in ChatGPT and Google AI search, across 72 controlled runs. Mapped which query types returned the brand, the competitor or neither, and turned the gaps into a content and messaging plan.

wot-is-gtm.com, measurement lab

A live sandbox for the things that cannot be run on client accounts: server-side GTM, Google tag gateway on Cloudflare, consent scenarios and a WooCommerce test shop, occasionally broken on purpose.

EDUCATION

Algebra University, Zagreb | 2024

Master's degree, Digital Marketing (mag. oec.). 120 ECTS, EQF Level 7. Taught in English. Grade average 4.05. Thesis: Application of dashboards for multi-channel analytics in digital marketing. Bachelor's degree, Digital Marketing, 2022, with Commendation of the Professional Council for excellent results.

CERTIFICATIONS

Google Skillshop: Google Ads Search, Display, Video, Apps, Performance Max, Measurement. Google Analytics.