

# DANUT J SPATARU

PUBLISHING / ADVERTISING / DIGITAL / AI

## RÉSUMÉ

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### PROFESSIONAL SUMMARY

Twenty five years of experience producing and managing **digital advertising content** for newspapers, magazines, books, business directories, social media and websites. Twenty years of **project management** and **e-commerce operations**. Five years of **content modeling** for social media. Ten years of real estate. Two years AI.

### EDUCATION

CertNexus  
**Artificial Intelligence and Machine Learning**  
Professional Certification

University of Colorado, Boulder  
**Digital Advertising Strategy**  
Specialization

MacEwan University, 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

**2023- Office, Marketing and Communications Manager (remote)**  
**Co-working Office Spaces**  
Artifact, 1850 Amsterdam, New York, NY

This is a 100% remote part-time position in which I manage the operations of a co-working space building comprising ninety private offices and dedicated desks. As part of this, I manage the full-spectrum of print/digital marketing and advertising campaigns, the document creation, filing, distribution, the databases, all internal and external communication channels and user memberships.

**2021- Coordinator/Moderator for Artificial Intelligence Projects**  
TransPerfect / DataForce, 1250 Broadway, New York, NY

TransPerfect/DataForce is a global data collection, annotation and AI data gathering platform which allows users to design and manage data structuring and categorization of audio, image, video, and transcription for customer experiences.

This is an open, project-based, contract where my roles vary depending on the exact nature of each project. As a moderator I work on actionable intelligence studies which assessed the human interaction patterns with virtual assistants. Specifically, I collect raw data and create metadata and structured data tables which are used for machine learning algorithms. For the most part, this content is part of language analysis and interpretation (speech recognition) and it is later used to validate trained datasets used in the development of new AI technologies.

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

My main roles there were to manage the full lifecycle of condo/coop sales/rental transactions and the communication channels between brokers, agency's directors, clients and attorneys. As part of that I also managed the team's (ten members) listing databases, prepared client presentation packages, managed a database of nearly 30,000 clients and created/managed marketing materials and print/digital advertising campaigns on StreetEasy.com, Google, Facebook, NYTimes.com, Wall Street Journal. Occasionally, I manage the brokers' international luxury residential portfolios in New York City, London, South France and Spain.

**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.

## CERTIFICATIONS (see all )

- AI/Machine Learning (CertNexus)
- Google Search Ads Certification
- Display Advertising (Google)
- Programmatic (The Trade Desk)
- Native Advertising (Taboola)
- Social Media Advertising

## BUSINESS SKILLS

Possess analytical mind with the ability to distill through complex data and synthesize them in concise presentation formats; passion for research.

Experience managing the workflow of cross-functional teams involved in simultaneous, complex projects; work well in high-pulse environments.

Ability to communicate effectively with all levels of professional groups and personality types; well-versed with major platforms of virtual communications.

## TECHNICAL SKILLS

MS Office, Google and Adobe business Suites, SharePoint, Airtable, Canva, QuarkXPress, ConstantContact, web analytics, data/database mgmt, CRM/CMS and communication platforms, client relations, AP/Chicago style manuals, document creation, editing and sharing, Wix, Wordpress, handcode HTML.

## PORTFOLIO

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



## WORK EXPERIENCE

### **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.

### **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 a new generation of advertising databases that worked simultaneously across print and online platforms. The final product was one of the first ever fully-electronic pagination systems which also contained automated routines for digital image processing. When completed, the new platform replaced outdated production systems used by a number of newspapers in several countries. My specific role there was to create the projects diagram templates and to coordinate the workflow of highly-specialized, cross-functional and geographically-dispersed (USA, Canada, UK, Germany) teams of programmers, designers, writers, editors and photographers.

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

MacEwan University (known for its renowned business, public relations and journalism schools in Canada) was my employer for ten years. As one of the first colleges in North America to offer a specialized computer graphics program at the time, it gave me the opportunity to be part of its operations in a number of academic departments: the learning resources center, the circulation and reference desks, library's special collections and archives, and its research, computers, internet and information services. While there, for four years, I also taught computer graphics courses, I administered and supervised exams in computer managed learning labs, and published the college's Computer Applied Technologies magazine (created entirely on a digital platform and 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. My roles there were to create a new production process that would produce the master templates used to create simultaneously the hard copy and digital formats of the annual art journals, and to manage Gaphis' Amazon publishing platform.

**2012 Ethis Communications.**, New York, NY  
**Ethis** is 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. My role there was to create a more efficient production workflow between writers, editors and designers who produced 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.