



GIANLUCA COLONNETTA

Senior Ad Operations & Programmatic Manager

Ad Tech – Yield Management – Publisher Monetization – Programmatic – Performance | 15+ years of experience

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PROFESSIONAL PROFILE

Senior Ad Operations & Programmatic Manager with 15+ years of experience in digital advertising, specialized in programmatic campaign management, inventory monetization, and performance and yield optimization. End-to-end experience across ad servers, DSP/SSP, header bidding, trafficking, tracking and paid media, covering display, native, video, CTV and audio, with responsibility for team coordination and for working with publishers, clients, and technical and commercial stakeholders.

- ROAS +30% on B2B/B2C campaigns (Adapex, Datrrix SpA)
- Conversion rate +28% through bidding strategy and audience segmentation (3rdPlace, Datrrix SpA)
- Fill rate +30% through setup, floor price and waterfall optimization (Audioboo)
- Campaign performance +30% and fill rate/eCPM +20% through header bidding and placement optimization (Triboo Media, MGID)

CORE SKILLS

Ad Operations	Campaign Management, Trafficking, Ad Serving, Troubleshooting, Delivery Optimization, Reservation & Programmatic
Programmatic & Monetization	Programmatic Buying, SSP/DSP, Header Bidding, Yield Management, eCPM / Fill Rate Optimization, Publisher Monetization, Ad Fraud Prevention
Formats	Display, Native, Video, CTV, Audio, Rich Media
Performance Marketing	Google Ads, Meta Ads, LinkedIn Ads, ROAS / CAC / LTV, Funnel Optimization, Email Marketing
Data & Tracking	GTM, Conversion Tracking, Attribution, GA, Looker Studio, A/B Testing, Ad Verification
Leadership	Cross-functional team management, communication with technical and business stakeholders

PROFESSIONAL EXPERIENCE

Ad Operations Manager — Audioboo S.r.l. May 2025 – Present

- Increased fill rate by 30% through targeted optimization of setup, floor prices and waterfall
- Strategic and operational management of programmatic and reservation campaigns (display, native, video, audio)
- Delivery and eCPM optimization across SSPs and ad servers
- Publisher onboarding and technical support during implementation and troubleshooting
- KPI monitoring and trend analysis to maximize network revenue and margins
- Identification of new business opportunities and development of new monetization products

Performance Marketing & Ad Ops Manager — Adapex, Datrrix S.p.A. 2022 – 2024

- Average ROAS +30% on B2B and B2C campaigns
- Cross-platform campaign management across DSPs, SSPs, Google Ads and Meta Ads
- Conversion funnel setup, A/B testing and attribution models
- Automation of advanced dashboards for KPI analysis and budget optimization
- Support to the sales team in defining performance-based digital strategies

Head of Performance & Programmatic — 3rdPlace, Datrrix S.p.A. 2019 – 2022

- Conversion rate +28% through advanced bidding strategy and audience segmentation based on behavioral insights
- Defined the performance and programmatic strategy, with end-to-end ownership of planning, execution and optimization
- Oversaw multichannel media buying for lead generation and e-commerce, managing budgets and performance targets
- Implemented pixels, tracking tools and attribution models for advanced event measurement and improved data quality
- Coordinated and grew the team across paid media, programmatic and inventory monetization, defining processes, KPIs and operating frameworks

Head of Trafficking — Triboo Media S.r.l. 2017 – 2019

- Campaign performance +30% through data-driven insights and optimization of segmentation, creatives and budget allocation
- End-to-end oversight of digital campaigns on Social (LinkedIn, Facebook, Instagram), Google Ads, DSPs, SSPs and ad servers for enterprise clients, owning delivery, pacing and performance
- Implemented header bidding to increase competition among demand partners and raise ad value
- Technical consulting to publishers on monetization strategy, inventory setup, floor prices and integration best practices
- Supported the sales team with advertising solutions, technical feasibility and commercial offer positioning
- Produced in-depth reports to define optimization strategies

EARLY CAREER – 2009-2016

Ad Operations & Campaign Manager / Media Planner & Trafficker — TagAdvertising (HTML.it) 2009 – 2011, 2012 – 2016

- Managed and optimized digital campaigns (paid and reservation) on Google Ad Manager and SSPs
- Implemented automated workflows and worked with the tech team on event tracking and internal tool development
- Developed audience targeting strategies and A/B tests to improve conversions and ad performance
- Supported clients in defining media and monetization strategies, managing tags and pixels

Media Planner & Trafficker — BBJ Media Agency S.r.l. 2011 – 2012

- Created and managed display and native campaigns for B2C and B2B clients
- Optimized creatives and segmentation through A/B testing, with detailed campaign performance reporting

CONSULTING PROJECTS

MGID S.r.l. — Ad Operations Consulting · Yield Optimization · Header Bidding October – December 2024

- Optimized Google Ad Manager placements: fill rate and eCPM +20%
- Trained the internal team on advanced header bidding technologies
- Network performance analysis and implementation of custom monetization solutions

EDUCATION AND LANGUAGES

- Degree in Communication Sciences — University of Molise, 2008
- Italian: native | English: fluent written, professional working spoken

CERTIFICATIONS

Google Ad Manager Certification: Generating ad revenue and optimizing for goals

Google Ads Certification (Display, Search, Discovery): Display Network, Search Network and Discovery campaigns

Authorized Buyers Certification: Programmatic buying fundamentals

AI Ads Certification (Intermediate): AI-powered ads for Account Strategists and professionals

TECH STACK

Ad Servers & DSPs	Google Ad Manager, DV360, The Trade Desk, Amazon DSP, Xandr, MediaMath, Adform, Sizmek, Flashtalking
SSPs & Exchanges (Display, Video, Native)	Magnite, PubMatic, Index Exchange, OpenX, Equativ (Smart), Sovrn, Sharethrough, Yieldmo, Improve Digital, Rich Audience, Adyoulike, Onetag, Azerion, Media.net, InMobi, SmartyAds, Amazon, Google AdSense
Native & Content Discovery	Taboola, Outbrain, MGID, Teads
Video & CTV	Aniview, Brid.TV, Brightcove, Publica CTV, Limelight CTV
Audio SSPs	Triton, Spreaker, Adswiss, Targetspot
Performance & Email Marketing	Google Ads, Meta Ads, LinkedIn Ads, Pienissimo
Analytics, Verification, Ad Fraud & Identity	Google Analytics, Looker Studio, Google Tag Manager, Pubstack, IAS, MOAT, Picalate, Cleartrust, Comscore, Nielsen, Core Web Vitals, LiveRamp, MySQL, Advanced Excel
CRM & Project Tools	HubSpot, Zoho, Jira, Zendesk
Technical & Development	SQL, PHP, HTML, CSS, JavaScript, WordPress, Shopify
AI & Automation	Gemini, Claude, Copilot, ChatGPT, DeepSeek