

DIEGO LAVATELLI

Senior Performance Marketing Manager | PPC, Paid Social & Digital Acquisition

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PROFESSIONAL SUMMARY

Senior performance marketing professional with 11+ years of experience driving digital acquisition across iGaming, eCommerce, affiliate, and lead generation environments. Proven success managing seven-figure budgets, leading specialist teams, and scaling campaigns across international markets. Strong cross-channel background in paid search, paid social, and conversion-focused media execution, supported by hands-on martech capability across GA4, GTM, server-side tracking, Redtrack, Voluum, Meta pixel implementation, reporting automation, and API integrations.

CORE SKILLS

- Core Channels: Google Ads, Microsoft Ads, Meta Ads, TikTok, LinkedIn, X, Display, Video, remarketing
- Performance Marketing: PPC strategy, paid social strategy, CPA and ROAS optimisation, funnel management, CRO support
- Tracking & Attribution: GA4, GTM, server-side tracking via Stape.io, Redtrack, Voluum, Meta pixel implementation, UTM standards
- Reporting & Data: Looker Studio, Google Sheets, Excel, SQL, automated dashboards, API data pulls, executive reporting
- Automation: Ads Scripts, Apps Script, Python, GPT workflows, anomaly detection, reporting workflows
- Digital Delivery: WordPress, landing pages, CRM integration, audience setup, testing support, multi-market campaign management

PROFESSIONAL EXPERIENCE

Senior Performance Marketing Consultant | Freelance | Jun 2024 - Present | Remote

- Manage performance marketing projects across multiple verticals including iGaming, eCommerce, digital product sales, and health lead generation.
- Drive customer acquisition through paid search-first strategies, with paid social, display, and video supporting funnel growth and vertical-specific goals.
- Set up and manage the measurement layer for clients using Redtrack, Voluum, GA4, and server-side GTM via Stape.io to improve attribution quality and tracking resilience.
- Build automated reporting databases through Google Sheets and REST APIs pulling from Meta Ads, Google Ads, and tracker platforms with zero manual updates.
- Use WordPress, Python, Apps Script, and GPT-enabled workflows to support landing pages, reporting, monitoring, and optimisation across accounts.

Senior PPC & Performance Marketing Manager | Growth Leads | Jan 2023 - Jun 2024 | Remote

- Managed paid search and paid social campaigns across multiple verticals and international markets with full responsibility for execution and reporting.
- Configured and maintained tracking and attribution using Voluum, GA4, and GTM so campaigns could be optimised on reliable data.
- Improved CPL and ROAS through audience strategy, funnel optimisation, and ongoing testing across Meta Ads and Google Ads.
- Built automated reporting pipelines in Google Sheets to give real-time visibility across accounts and channels.
- Partnered on landing page strategy, WordPress builds, and conversion-rate improvements to improve acquisition efficiency.

Head of Paid Search | LeoVegas | Nov 2020 - Jan 2023 | Malta / Remote

- Led a team of 5 PPC specialists and managed paid search delivery across more than 8 international markets.
- Oversaw a budget above EUR1M per month, balancing scale, efficiency, and revenue contribution through disciplined budget pacing and optimisation.
- Defined market-level PPC strategies and best practices across Google Ads and Bing Ads, covering structure, bidding, targeting, and reporting.
- Owned the underlying measurement setup with UTM governance, GTM configuration, GA4 implementation, and dashboarding for stakeholders.
- Worked cross-functionally with SEO and AdTech teams to improve acquisition efficiency and overall search visibility.

Paid Search Specialist | Betsson Group | Jun 2019 - Oct 2020 | Malta

- Managed Google Ads and Bing Ads programs across Spain, the UK, and Germany with responsibility for budget, performance, and reporting.
- Maintained tracking quality through GTM and UTM standards and supported internal dashboarding for the wider marketing team.
- Used competitor analysis, market trends, and audience insights to shape targeting and bidding decisions.

Digital Marketing Specialist / Manager | bet365 | Jan 2017 - Jun 2019 | Stoke-on-Trent, UK & Malta

- Managed multi-channel paid media acquisition across Google Ads, TrueView, Bing Ads, Facebook Ads, Twitter Ads / Amplify, Apple Search Ads, and Google UAC for the Italian market.
- Progressed into a management role with team leadership, budget accountability, and wider campaign ownership across UK and Malta operations.
- Oversaw tagging, tracking, reporting, and ongoing optimisation to strengthen data quality and channel performance.

EARLIER EXPERIENCE

Earlier Experience: Digital Acquisition Manager, Select Property (Jun 2016 - Jan 2017) | Paid Advertising Executive, K2L Marketing (Jan 2016 - Jun 2016) | Paid Advertising Executive, Latitude Digital (Nov 2014 - Jan 2016)

AI FOR PERFORMANCE MARKETING

- Tools: ChatGPT, Codex, Claude, Claude Code, Gemini, Antigravity and similar AI tools applied to performance marketing workflows.
- Media planning and research: accelerate market research, audience hypotheses, competitor scanning, channel planning, budget scenarios and campaign launch checklists.
- Creative and copy support: generate and refine ad angles, hooks, copy variations, UGC-style briefs, landing-page prompts and localization inputs for testing.
- Reporting and analysis: combine AI workflows with Python, Apps Script, Ads Scripts and spreadsheet automation to summarize performance shifts, detect anomalies and turn dashboards into action plans.

EDUCATION & CERTIFICATIONS

Bachelor's Degree - Universita degli Studi di Torino | Google Ads Certifications - Search, Display, Video, Shopping | Meta Blueprint Certification - Meta Ads

LANGUAGES

English - Fluent | Italian - Native | Spanish - Fluent