



LORENZO PACCAGNINI

PROFILE

Currently head of user acquisition in a media agency and founder of a food e-commerce. I wish to support a great brand to build a innovative marketing strategy. Born on [REDACTED] I speak fluently: Italian, Spanish, English, French. After 5 years in the ad tech industry, I have a deep understanding of the key advertisers needs. Thanks to my relationships-building skills and analytical approach I support clients reach their marketing goals (2020 ad spend: 3M+\$). Now I look forward a new challenge, a new team, a new learning curve; and why not, a new city. I always attend ad tech conferences (Affiliate World, Mobile World Congress, Dmexco and Affiliate summit) to meet up with partners and remain up to date with new business trends.

EXPERIENCE

FOUNDER, UTIS, PARIS, FRANCE – 2021-PRESENT

As a founder of a food e-commerce (www.utis.shop) start up I am coordinating: tech development; marketing team; bureaucratic paperwork and catalogue development. ETA launch March 2021.

HEAD OF USER ACQUISITION, DREAMIN, FRANCE – 2019-PRESENT

I oversee a 3 user acquisition managers team and a monthly average ad spend of 300k \$+ divided across: Facebook, Google, Tiktok, Apple Search Ads and other traffic sources. Occasionally I help the sales team with ad hoc user acquisition strategies for new clients and join the sales pitches. While I build and maintain excellent relationships with external partners, publishers and traffic sources to buy and negotiate traffic and rates. My goal is always the maximisation of the client ROAS to guarantee a stable cooperation with our agency.

USER ACQUISITION MANAGER, DREAMIN, PARIS, FRANCE – 2017-2019

I managed and executed performance-based user acquisition across various ad channels thanks to data analysis and campaign optimisations based on LTV, ROI, Retention Rate and ROAS evaluation. I always coordinated with 3rd-party tracking and attribution partners to ensure spotless end-to-end funnel tracking (Adjust, Appsflyer, Google Analytics, Firebase, Facebook, Snap, Tiktok).

BUSINESS DEVELOPER, DIGITAL GO, ROME, ITALY – 2016-2017

As business developer I had the opportunity to analyse 7 markets, pitched carrier billing projects to 10+ mobile network operators and oversaw the launch of 3 projects in Thailand, Egypt and Malaysia that generated 1M\$+ revenues in 2017.

EDUCATION

UNIVERSITY OF LA SALLE, MEXICO CITY, MEXICO – MIEX MSC BUSINESS 2015

UNIVERSITY OF BOLOGNA, BOLOGNA, ITALY – BACHELOR IN ECONOMIC 2013

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