Salvatore Lanzillotta

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SUMMARY

I built my career at the intersection of online marketing, business strategy, and commercial growth, with a strong focus on B2C. Digital marketing and business leader with 10+ years of experience driving business growth and strategic initiatives across diverse industries, leading digital transformation projects, enhancing user acquisition and retention, and managing high-impact business development efforts. A passion-fueled professional with a blend of data-driven insight and creativity, committed to delivering exceptional results. Years of international experience in customer-facing roles and in leading teams have shaped a strong set of soft skills for managing relationships with internal and external stakeholders alike.

SKILLS

Digital Marketing Strategy, Digital Transformation, Budget and P&L Management, User Acquisition and Retention, CRM Systems, Data-Driven Decision Making, Business Development, Team Leadership, Cross-Team Collaboration, Strategic Planning

INDUSTRIES

iGaming, Mobile, Affiliate, Martech, Ecommerce, Travel, Music, Pharma

LANGUAGES

English, German, Italian

INTERESTS

Running, Fitness, Guitar, Snowboard, Traveling, Cooking

PROFESSIONAL EXPERIENCE

Head of Digital Marketing, Happybet (iGaming – Playtech), Berlin, Germany — December 2021 – July 2026

- Led strategic planning for customer acquisition and retention, leveraging data-driven insights to refine marketing strategy.
- Drove digital transformation across web, mobile, and app platforms, optimizing user journey and UX/UI.
- Directed a team of 6 across SEA, SEO, Affiliates, Programmatic, Social, Display, CRM, Content, and Partnerships.
- Owned a 7-figure marketing budget with full P&L responsibility.
- Drove constant cross-functional collaboration to innovate and improve digital products, increasing user engagement and satisfaction.
- Oversaw legal and compliance for sportsbetting and casino operations across Germany and Austria.

Senior Performance Marketing Manager, TLGG GmbH (Marketing Agency – Omnicom Media Group), Berlin, Germany — June 2021 – November 2021

- Consulted on budget, media mix, and media buying for brand and user-acquisition campaigns across pharma, food, and ecommerce.

Team Lead, Commercial Development, Freenet Digital GmbH (Telco / Digital Media), Berlin, Germany — January 2019 – December 2019

- Scouted and initiated new business opportunities and revenue streams.
- Led a team of 3, reporting directly to the Director of Commerce.

Director Digital Marketing, Freenet Digital GmbH (Telco / Digital Media), Berlin, Germany — January 2016 – December 2018

- Directed user-acquisition media buying and sales through CPA partners (affiliates, publishers, networks) and through self-serve platforms and ad networks buying traffic on a CPM/CPC basis.
- Generated over EUR 12 million in revenue in under 4 years.
- Traveled regularly (25%+ of time) to top affiliate conferences and events around the world.

Content & Country Manager Italy, Remintrex GmbH (Martech), Berlin, Germany — May 2015 – December 2015

- Managed the Italian sales pipeline as Country Manager Italy for the email re-targeting product.
- Created, optimized, and maintained email content (HTML) and campaigns for all Italian clients to boost performance.

User Acquisition Manager, Cogetech SpA (iGaming – now Flutter Entertainment), Rome, Italy — November 2013 – May 2015

- Managed a 6-figure user acquisition budget across SEO, SEA, Display, and Affiliate channels for iGaming brand iZiplay.
- Supported retention strategy and execution, including CRM, bonus system, and player journey.
- Covered the Product Manager, Sportsbook role on an ad interim basis.

Ecommerce & Marketing Manager, Eurofides Srl (Ecommerce / B2B), Rome, Italy — January 2012 – November 2013

- Led ecommerce platform management, including web project management and online content optimization (SEO).
- Owned data tracking, management, and analysis.
- Drove user acquisition (SEA and Facebook Ads) and customer retention.

Sales Account Manager, Wimdu (Travel / Marketplace), Rome, Italy — January 2011 – December 2011

- Acquired properties and hosts for a leading social marketplace for private vacation rentals, a project by Rocket Internet GmbH.

Marketing, PR & Promotion, Universo (Music Industry), Rome, Italy — October 2005 – April 2010

- Promoted and marketed music releases through offline (radio, TV, press) and digital (web and mobile) channels.
- Managed A&R, music licensing, and international trade shows.
- Led business development and partnerships, including a premium co-marketing initiative with P&G.

Intern, Attack Records & Filmworks (Music / Film), Toronto, Canada — May 2004 – July 2004

- Supported label operations at an independent music and film production house.

EDUCATION

Business Strategy and Financial Performance (Executive Education), INSEAD, 2024
Master's Degree, Music Marketing, Management & Communications, Sapienza University, Rome, 2004 – 2005
Bachelor of Economics, Roma Tre University, Rome, 1997 – 2003

CERTIFICATIONS AND COURSES

Enterprise Design Thinking Practitioner, IBM, 2020
Business Model Canvas, Strategyzer, 2020
UX and Web Project Management, Altura Labs, 2014
SEO/SEM, IED, 2012

ADDITIONAL EXPERIENCE

Co-Founder, Airly (Travel Tech), Berlin, Germany, 2019 – 2021 — App connecting flight mates traveling on the same route toward the same destination.
Co-Founder, Music Pills (Music / EdTech), Berlin, Germany, 2016 – 2018 — Online marketplace for music e-learning (B2B/C2C).