

User Acquisition Lead

User Acquisition & Performance Marketing Lead with 5+ years of experience in user acquisition, media buying, and affiliate marketing. Proven track record scaling \$1M+/mo campaigns and leading cross-functional teams



Core Competencies

- User Acquisition Strategy
- Paid Media & Performance Marketing
- Funnel & Conversion Optimization
- Cross-Channel Growth
- Affiliate Acquisition & Partnerships
- CPA, ROI & LTV Optimization
- Team Leadership & Development
- Budget Management
- Multi-GEO Expansion
- Performance Analytics & BI
- AI & Workflow Automation

Professional Experience

NDA (iGaming) User Acquisition Lead

Apr 2025 – Aug 2026

- Owned \$500K–\$1M+ in monthly acquisition spend, driving 10,000+ monthly FTDs across core Tier-2 markets and selected Tier-1/Tier-3 GEOs while building and leading a team of 5 specialists.
- Led cross-channel operations across in-house Meta Ads (\$100K–\$400K/mo budget) and affiliate partnerships (CPA, RevShare, Hybrid); optimized conversion funnels, landing page flows, and reallocated spend to high-performing ROI channels.
- Worked in tight synergy with Product, Retention, Payment teams to eliminate conversion bottlenecks, and maximize NGR and player LTV.
- Leveraged AI platforms (ChatGPT, Claude, Gemini, Lovable, Nana Banana) to support market research, analyze funnel data, test ad angles, and streamline daily UA workflows.

Gambling Solutions Senior Traffic Manager

Nov 2023 – Apr 2025

- Managed a \$300K+ monthly traffic budget across in-house Meta Ads and affiliate channels: Meta, Google, SEO sites, influencers, X, Telegram, streamers, traffic junky, movie sites, propeller ads, media integrations, CPA networks. Scaled high-performing channels prioritized by fastest payback speed, maximizing ROI and delivering steady NGR growth.
- Supervised and onboarded an 8-person team (2 media buyers, 6 affiliate managers), setting up internal workflows and SOPs
- Scaled a new casino brand in Georgia with a local license from 0 to 5,000+ monthly FTDs
- Oversaw partner acquisition strategy that led to onboarding of high-volume affiliates, generating \$700k+ monthly GGR on a Curacao brand in Tier-2
- Represented the company at iGB, SBC, Conversion, Kinza, Ggate, conferences, and expanded the affiliate network x2+ by securing high-quality long-term partnerships

Fortrade LTD Meta Ads media buyer

Sep 2021 – Feb 2023

- Managed \$60K–\$100K monthly Meta Ads budget, with consistent 100%+ ROI
- Developed and tested A/B funnels and creatives, scaling top-performing combinations to increase lead volume, improve conversion rates, and reduce CPA.
- Led multi-GEO campaign strategies and collaborated with compliance, analytics, and creatives to ensure stable delivery and strong funnel performance in sensitive verticals
- Conducted daily/weekly/monthly campaign monitoring, tracked key performance metrics (CPL, CPA, L2FTD, PPL, etc.)