

ANTONI CASINO

PERFORMANCE MARKETING GROWTH MANAGER

I am an expert in performance marketing; my specialty is achieving maximum campaign performance through comprehensive data analysis.



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[LinkedIn](#)

EXPERTISE

- Meta Ads
- Google Ads
- Tik Tok Ads
- DSP Management
- Power BI
- Claude AI
- Birch
- Process automation design
- Tableau
- MMP - Appsflyer and Adjust
- Amplitude and Firebase
- IronSource
- Unity ads
- Google Play Store and App Store Connect

SKILLS

- Analytical mindset
- Organised
- Gamer
- Market reader
- Data Analysis and Metrics Interpretation
- Cross-functional Team Collaboration
- Creative analysis

LANGUAGE SKILLS

Proficiency in English

Native Spanish and Catalan



EXPERIENCE

2019

Digital Marketing Manager - Serveis Geriàtrics BCN

I created the website and I also was the manager of all the marketing strategies: SEM Campaigns, email marketing, SEO and social media.

2021

Co-Founder and CMO - Querslab

Querslab is a hand-made ceramic jewelry brand born and raised in Barcelona.

2021

Growth Manager - Tilting Point

As a Game Growth Manager, I specialized in managing paid media for gaming apps and excelled in marketing data analysis to optimize campaign performance and user acquisition strategies. I'm also in charge of the ad monetization of the projects I own.

2024

Senior User Acquisition Manager - Leadtech

Led performance marketing strategy for global utility apps. Managed multi-channel UA (Meta, Google, TikTok), optimized ROAS and LTV, scaled high-performing campaigns, and coordinated with product and data teams to drive sustainable user growth.

2024

Senior Growth Lead - Tangelo Games

Leads the company's overall growth strategy across the portfolio—owning the growth department, setting priorities, and aligning cross-functional teams. Drives key growth initiatives for current and upcoming apps, focusing on scalable user acquisition, monetization, and long-term performance optimization.



EDUCATION

2015

High School - Jesuïtes el Clot

2020

Bachelor in Digital Marketing - Pompeu Fabra University



PROJECTS PORTFOLIO