

• BASED IN BARCELONA

Antoni Casino

PERFORMANCE MARKETING · GROWTH MANAGER

Portfolio & cover letter — unlocking the maximum return on campaigns through deep, data-driven analysis.

PERFORMANCE MARKETING

USER ACQUISITION

DATA ANALYSIS

MONETIZATION

MARTECH



PROFILE

ABOUT

Hello, I'm **Antoni Casino**, a Performance Marketing specialist and Growth Manager with a Bachelor's degree in Digital Marketing from Pompeu Fabra University.

I thrive in high-stakes environments where performance data and creative strategy intersect to drive **user acquisition and revenue growth** — scaling UA across channels and squeezing every point of ROAS and LTV through rigorous analysis. I lead growth end-to-end: from channel mix and creative testing to monetization and cross-functional alignment with product and data teams.

5+

Years driving growth

10+

Paid channels managed

28

Apps & games managed

3

Languages

PROFESSIONAL BACKGROUND

EXPERIENCE

From building digital channels from scratch to leading the growth department of a gaming company.

2024 — Now CURRENT · LEADERSHIP

Senior Growth Lead

Tangelo Games

Owns the growth department and the overall growth strategy across the portfolio — setting priorities, aligning cross-functional teams and leading scalable UA, monetization and long-term performance optimization.

2024

Senior User Acquisition Manager

Leadtech

Led performance marketing for global utility apps. Multichannel UA (Meta, Google, TikTok), ROAS & LTV optimization and scaling of high-performing campaigns with product and data teams.

2021

Growth Manager

Tilting Point

Paid media strategy for gaming apps: performance marketing, in-depth data analysis for campaign optimization and ad monetization.

2021

Co-Founder & CMO

Querslab

Co-founded a handmade ceramic jewelry brand born in Barcelona and built its digital presence end-to-end.

2019

Digital Marketing Manager

Serveis Geriàtrics BCN

Built the digital platforms and ran every marketing strategy — from SEM campaigns to SEO, email and social.

WHAT I DO BEST

EXPERTISE & SKILLS

01

Mobile Marketing

Extensive experience with Meta Ads, Google Ads, TikTok Ads and in-app advertising platforms like IronSource and Unity Ads. Expertise in **W2A and A2A** strategies.

02

Analytics & Data Visualization

Proficient in Power BI, Tableau, Amplitude and Firebase to derive actionable insights from complex datasets.

03

Mobile Measurement

Well-versed in MMPs like AppsFlyer and Adjust, ensuring precise tracking, event optimization and campaign performance.

SKILLS

- MARTECH
- DSP MANAGEMENT
- EVENT OPTIMIZATION
- CREATIVE STRATEGY
- AI UGC
- PROCESS AUTOMATION DESIGN
- TECHNICAL SOLUTIONS
- MONETIZATION

EDUCATION

2020

Bachelor's Degree in Digital Marketing

Universitat Pompeu Fabra

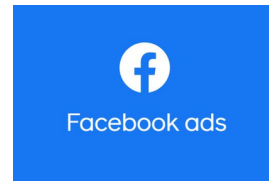
LANGUAGES

Spanish	Native
Catalan	Native
English	Professional

DAILY-USE TOOLS · 01

MEDIA & AD NETWORKS

Self-serve platforms, ad networks, DSPs and rewarded / offerwall partners I run UA and monetization on.



 **TikTok** for Business



 **ironSource**



 **MISTPLAY**®



 **adikteev**

FLUENT



 **DATASEAT**



DAILY-USE TOOLS · 02

DATA, MEASUREMENT & AI

The stack I use to measure, analyse and turn data into decisions — plus AI for creative and automation.

ANALYTICS & BI

 Amplitude

 Firebase

 + a b l e a u

 Looker

 Qlik 



MMP, STORES & MARKET INTEL

 AppsFlyer



 STEAM®

 SensorTower

 apptweak

 Jira Software

AI & CREATIVE

 Claude

 OpenAI



GAME GROWTH MANAGER · TILTING POINT

GAMES I MANAGED

Paid UA, campaign optimization and ad monetization for licensed and original mobile games.



Warhammer: Chaos
& Conquest



Homesteads



Astrokings



Card Shop Tycoon



M&M's Adventure



Star Trek Timelines



TerraGenesis



Dracula City Master:
Idle Army



Doctor Who: An
Unlikely Heist
APPLE ARCADE



Hidden Hotel



SpongeBob
Adventures: In a
Jam



Chess Universe



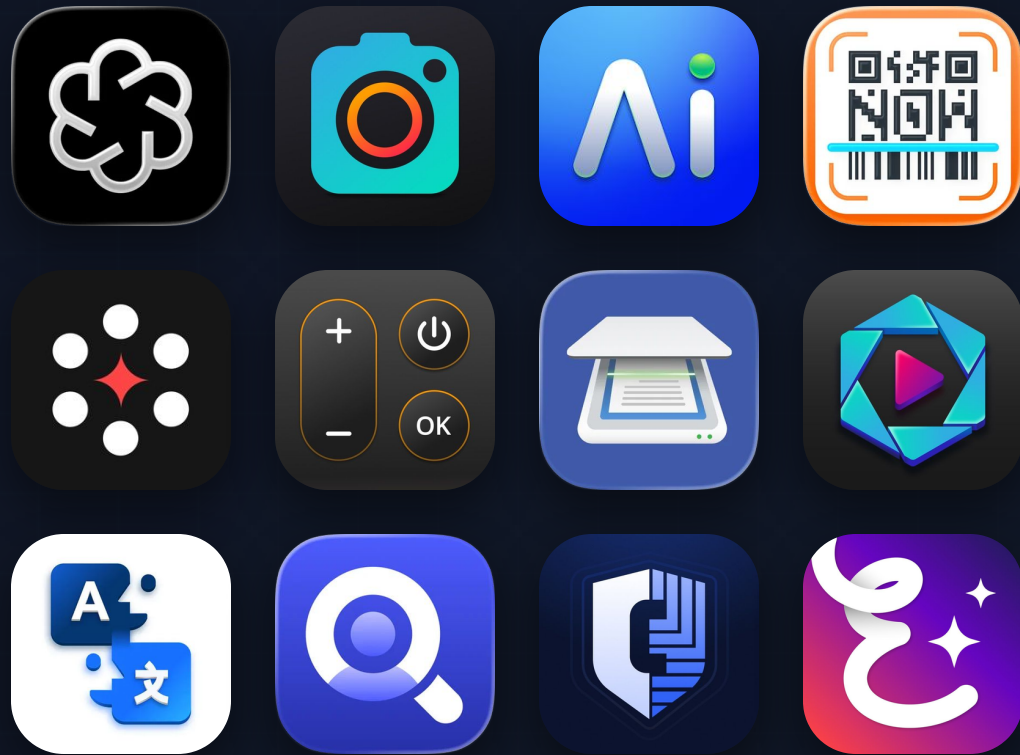
SpongeBob: Krusty
Cook-Off

13

titles managed —
from licensed IPs
to original games

SENIOR USER ACQUISITION MANAGER · LEADTECH

APPS I MANAGED



Performance marketing strategy for a portfolio of **12 global utility & AI apps** — multichannel UA on Meta, Google and TikTok, optimizing ROAS and LTV.

PhotoUp

AI Cleaner

AI Chat Ultra

QRNow

ScanShot

Tattooist

AI People Finder

iMote

VideoUp

Translator Go

Spam Safe

Ereasy

SENIOR GROWTH LEAD · TANGELO GAMES

APPS & GAME WEBSITES



Mundijuegos



Mundijuegos Cash



Mundijuegos Rewards

Owner of the Growth department

Drives key growth initiatives for current & upcoming apps

Focus: scalable UA, monetization & long-term performance

TECHNICAL RESPONSIBILITIES

ROAS-FOCUSED REVENUE DRIVER

01 Revenue Optimization

Algorithms and A/B testing to optimize in-app purchase strategies and ad placements, maximizing ARPU and overall revenue.

02 ROAS Forecasting

Statistical models and ML techniques to forecast ROAS targets and guide budget allocation.

03 ROAS Achievement

Performance campaigns built on data analysis and continuous optimization to meet and beat ROAS goals.

04 LTV Uplift

Cohort analysis and segmentation to lift LTV, plus retention strategies and personalized content.

05 Data Analysis & Reporting

Deep-dive analysis, reports and dashboards so stakeholders can track performance metrics.

06 Monetization Strategy

Strategies based on user behaviour, market trends and competition; ad network & mediation tuning for maximum eCPM.

OBJECTIVE

IF I'M IN YOUR TEAM

I aim to leverage my expertise in **data-driven marketing strategies** to enhance campaign performance and drive **sustainable growth**.

I'm excited to bring my analytical acumen and creative problem-solving to your team — delivering measurable results and substantial **ROI**.

LET'S TALK GROWTH

NICE TO MEET YOU!

Email tonicasino97@gmail.com

LinkedIn linkedin.com/in/tonicasinomarketing

Website tonicasino.com

Location [Barcelona, Spain](#)

[Visit tonicasino.com](https://tonicasino.com)

[Connect on LinkedIn →](https://linkedin.com/in/tonicasinomarketing)



● BASED IN BARCELONA