

Enrico Mauro

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PERFORMANCE MARKETING DIRECTOR | PAID MEDIA & GROWTH

PROFESSIONAL SUMMARY

Performance marketing leader with 10+ years across paid media, growth and digital strategy, now running marketing at a B2B SaaS company with ownership of the full go-to-market and a team of 4. Track record across ecommerce, SaaS and technology, travel, retail, B2B and agency environments, managing EUR 1M+ in monthly media spend across Google Ads, Meta Ads, TikTok Ads, LinkedIn Ads and Microsoft Ads. Combine hands-on channel depth with team leadership, attribution, automation and AI-assisted workflows to improve ROAS, CAC and marketing efficiency.

CORE SKILLS

- **Growth and GTM leadership:** go-to-market strategy, channel mix, budget planning, forecasting, CAC efficiency and marketing P&L input
- **Paid media strategy:** customer acquisition, performance strategy, channel planning, account restructuring and full-funnel testing
- **Measurement and analytics:** attribution modeling, conversion tracking, reporting automation, pacing and performance diagnostics
- **Optimization:** ROAS/CPA optimization, automated bidding, segmentation, A/B testing, CRO and creative testing
- **Automation and AI:** custom agents, AI-assisted analysis, prompt workflows, scripts, dashboard and creative workflow automation, AI search visibility
- **Leadership:** team management and hiring, stakeholder management, client consulting, training and junior specialist enablement

TECH STACK

Google Ads, Microsoft Ads, Meta Ads, TikTok Ads, LinkedIn Ads, YouTube Ads, SA360, Campaign Manager, GA4, GTM, Merchant Center, SEMrush, Looker Studio, Google Ads Scripts, Claude Code, Codex, custom agents and reporting dashboards

PROFESSIONAL EXPERIENCE

Freename

Marketing Director | Lugano, Switzerland | Jun 2025 - Present

- Grew ARR by 40% in 12 months by rebuilding the acquisition mix around the channels with defensible payback, owning the full go-to-market and a team of 4.
- Cut blended CAC by 25% while holding paid spend flat, through channel reallocation, conversion work and lifecycle marketing.
- Launched tuositofacile.it and miwebahora.es, two AI-first products extending the core Web3 domain business into AI-assisted website creation for the Italian and Spanish markets.
- Embedded AI across the marketing function, from creative production and campaign QA to automated reporting and custom agents, cutting 15 hours of manual work per week out of the team.
- Built the measurement layer the company plans against: attribution, funnel reporting and CAC efficiency by channel, and rebuilt organic discovery around AI assistants and AI search alongside traditional SEO.

SEO Sherpa, Global Best Large SEO Agency

Senior Performance Marketing Manager | Dubai, UAE | Mar 2023 - Jun 2025

- Senior PPC lead across a portfolio of 20+ client accounts, owning performance strategy, stakeholder communication, the optimization roadmap and enablement of junior specialists.
- Managed EUR 500k in monthly media spend across multi-client Google Ads, paid social and cross-channel acquisition, aligning budget allocation with client growth targets.
- Improved blended ROAS by 35% across multi-client accounts by restructuring campaign architecture, reallocating budget by channel performance and refining attribution-based bidding.
- Lowered CPA by 25% through custom scripts, dynamic bid adjustments and campaign-level automation.

Dentsu

Performance Marketing Manager | London, UK | Feb 2022 - Feb 2023

- Managed and coached a team of 4 specialists, raising output quality and productivity by 20% through clearer account processes, QA standards and automation.
- Owned EUR 1M+ in monthly media spend across 6 performance accounts, reducing CPA by 15% through segmentation, testing roadmaps and bidding optimization.
- Led automated bidding implementation across major accounts, improving optimization speed and consistency.

PHD Media

Senior Media Planner | London, UK | Jan 2020 - Jan 2022

- Delivered a 30% ROAS improvement across paid search and paid social by aligning media strategy, audience targeting and budget allocation with client growth goals.
- Planned and ran EUR 800k in monthly media spend across a portfolio of 4 clients, owning pacing, allocation and performance reporting.
- Implemented GA4 and GTM tracking solutions to improve measurement quality, and built automated reporting frameworks for performance, pacing and budget use.

Cognizant

Performance Marketing Lead | Dublin, Ireland and Lisbon, Portugal | Jul 2018 - Jan 2020

- Led an Italian-market team of 3 specialists managing high-value Google Ads accounts and client relationships.
- Reduced new-hire ramp-up time by 25% through a structured technical training program.
- Implemented automation solutions for campaign management, reporting and optimization workflows across high-value Google Ads accounts.

The Adecco Group

Brand Specialist | Milan, Italy | Jun 2017 - Jun 2018

- Managed digital presence and campaign activity across 4 major brands of the group.
- Improved lead generation by 15% by implementing performance tracking and conversion-focused reporting.

LEADERSHIP, TEACHING AND COMMUNITY

- Mentored 100+ marketers one to one through CareerFoundry's Digital Marketing programme, from first module through to job offer, specialising in paid media and PPC coaching.
- Created and taught YouTube Ads and Google Ads courses for [Learnn.com](https://www.learnn.com), Adv Academy and [Lacerba.io](https://www.lacerba.io), turning advanced paid media concepts into practical training for marketers and business owners.
- Co-founded a 1M+ follower social media community, https://www.instagram.com/cnc_media/, contributing to content strategy, audience growth and platform performance.

CERTIFICATIONS

Google Ads Search, Shopping and Display | Google Campaign Manager | Google Search Ads 360 | Meta Media Buying Professional | Meta Media Planning Professional | ISIPM Base, Istituto Italiano di Project Management

EDUCATION

- **Master of Business Administration (MBA), Entrepreneurship:** Oneday.org | London, UK | Apr 2023 - Dec 2024
- **Master's Degree, Management and Digital Innovation:** Università degli Studi di Milano-Bicocca | Milan, Italy | 2016 - 2017
- **Bachelor's Degree, Economics (Marketing, Corporate Communication and Global Markets):** Università degli Studi di Milano-Bicocca | Milan, Italy | 2013 - 2016

LANGUAGES

Italian: Native | **English:** Full professional proficiency | **Spanish:** Limited working proficiency | **Portuguese:** Elementary