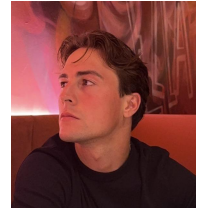


Curriculum Vitae

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Growth marketer with a First-Class engineering background, specialising in paid acquisition and mobile attribution. Builds measurement infrastructure from zero, Meta, AppsFlyer, Firebase/BigQuery, running it to a proven cost per acquired user. Currently leading marketing for a fintech company operating across two continents, acquiring app users at CHF 0.25.

WORK EXPERIENCE

04/2026 - Present	Head of Marketing - DeltaCrypt GmbH Geneva, CH - Launched the company's first-ever app install campaign, delivering 1,000+ tracked installs in week one at CHF 0.25 cost per install, on a Meta and AppsFlyer stack built from zero across iOS and Android. - Audited all historical paid media and found zero tracked conversions and no mobile measurement partner ever installed; rebuilt account structure, audience architecture and creative testing, cutting cost per lead 66% against the legacy benchmark. - Diagnosed creative fatigue through structured funnel analysis and restructured acquisition around a test-bench model; doubled the brand's social following over the same period. - Direct a cross-functional team (content, design, field activation, customer service) across two continents; led a national payment-switch launch campaign and a retail activation across 17 locations with a major grocery partner.
02/2026 - 04/2026	Creative Director / Head of Partnerships - QUITTR Remote - Directed paid and organic growth for a mobile app, including a viral campaign reaching 6.9M views at \$0.99 CPM. - Built and deployed an internal creator CRM to systematise influencer recruitment, closing multiple partnerships at ~\$1 CPM.
08/2024 - Present	Co-founder & Marketing Lead - MomMirror (AI Perinatal Mental Health App) Geneva, CH - Owned acquisition and the in-app funnel from install to paid subscription; ran Meta App Install campaigns and A/B tested paywalls and onboarding to lift trial-to-paid conversion. - Built the subscription architecture (RevenueCat, Superwall) and a Firebase/BigQuery pipeline for cohort and retention analysis; drove 25M+ organic views and ASO across 7 locales at zero paid spend.
02/2024 - 07/2024	Junior Technical Advisor - Bank for International Settlements Basel, CH - Ran structured analysis and reconciliation of central-bank balance-sheet datasets under exacting standards, translating ambiguous and conflicting inputs into a single agreed methodology. - Built an internal online repository to standardise access to historical financial data and supporting sources.
07/2021 - Present	Founder - TheFactoryByEdo London, UK Bootstrapped an e-commerce brand to CHF 75k+ revenue across 2,400+ sales in 50+ countries; built the unit-economics model and automated supplier, fulfilment and support workflows end to end.

EDUCATION

09/2022 - 12/2023	Master of Science: Mechanical Engineering with Entrepreneurship - University College London, UK 1st Class Honours Thesis: Novel Development of a Fluid-Mechanics-Based Sensory Light
09/2019 - 08/2022	Bachelor of Engineering: Design, Innovation & Creative Engineering - Queen Mary University of London, UK 1st Class Honours Thesis: Collaboration with DePuy Synthes on Recovery App for Hip Replacement Patients
09/2009 - 06/2019	International Baccalaureate (bilingual diploma) - International School of Basel, CH

PROFILE & SKILLS

Paid Media & Growth:	Meta Ads (campaign structure, audience architecture, creative testing, budget management), app install campaigns, CPA / CPI optimisation, funnel & CRO, A/B testing, ASO, subscription monetisation, CLV.
Attribution & Data:	AppsFlyer, Firebase, Mixpanel, attribution modelling, SQL (BigQuery), KPI dashboards & reporting, Excel (pivots, dashboards).
AI & Technical:	AI tooling & adoption, Python, Next.js, Git, Flutter, CAD (Fusion 360), 3D printing.
Languages:	English & Italian (Fluent), German & Spanish (Conversational), French (Basic).
Interests:	Robotics, AI, automation, triathlon (Olympic & 70.3), acrylic painting, bouldering.