



Marco Criscuolo

Director of Performance Marketing | Head of Digital | Digital Director | Digital Lead

📍 London, UK

[Portfolio link](#)

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Links

[LinkedIn](#)

Languages

English (Native)

About

Looking for a dedicated marketer with a proven track record of driving growth and performance? I am a dedicated growth and performance marketing manager and director.

I've got the skills and experience to take your business to the next level.

From SEO to PPC, and everything in between.

I've successfully driven customer acquisition strategies across a wide range of channels. I've led a prominent UK e-commerce retailer to revenue expansion of £50m to £120m, while managing seven-figure budgets. I'm a data-driven, innovative thinker who gets things done.

I'm an energetic and an adaptable leader.

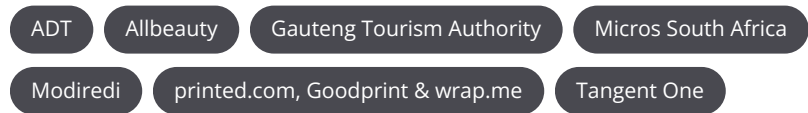
With my off-paper experience. I've seen it all in the corporate world, from IT and marketing to operations and management. Managing teams isn't always easy, but I've learned that listening to everyone's stories and perspectives is key to making informed decisions and achieving successful outcomes.

So, if you're looking for someone who can drive ingenious, sustainable growth for your business, look no further. Let's work together to take your business to new heights!

Achievements:

- Revived a declining SEO performance over 3 years and achieved an impressive 80% YoY revenue uplift and 78% traffic increase within 12 months.
- Collaborated closely with product, promo, and agency to achieve a phenomenal 70% growth in affiliate channel revenue within just 12 months.
- Grew a leading UK e-commerce retailer to a remarkable revenue expansion of £50m to £120m, through effective leadership and innovative strategies.
- Boosted the average order value (AOV) from £51 to £56 by leveraging targeted user segmentation and personalised strategies that resonated with customers.
- Reduced overall marketing Cost of Sales (COS) from 11.5% to 8% in just two months, by meticulously optimizing spending across all channels and campaigns for maximum profitability.
- Unearthed granular SKU level data for enhanced onsite visibility, resulting in an impressive revenue boost of £70k in just the first 2 months of implementation.
- 15+ years of management experience in various e-commerce environments.
- 20+ years of professional experience in high performance e-commerce environments.
- 25+ years of experience in the IT industry.

BRANDS WORKED WITH



Experience



● Director of Performance Marketing

Allbeauty | May 2020 - Feb 2023

- Actively contributed to the growth strategies for two e-commerce B2C retailers for both UK and International business.
- Identified and prioritised opportunities for growth and innovation across all digital channels.
- Delivered growth forecasts based on company revenue, COS, CAC & LTV projections.
- Reduced overall marketing COS from 11.5% to 8% and ensured spend across all channels and campaigns is optimised to maximise profitability.
- End-to-end ownership of growth channels including paid search, paid social, product marketing, CRO, SEO, Affiliates and CRM Integration. (Including Technical SEO).
- Delivered 10x more revenue in SEO in a 4-year project technical and

content project.

- Set goals and roadmaps with c-level directors to execute the company's growth strategy.
 - Ensured a consistent tone of voice across all customer journeys and channels including TV Mentored and grew a team to drive full-funnel acquisition, retention, and lifecycle marketing channels.
 - Increased AOV to £56 from £51 with focused user segmentation and personalisation.
 - Working closely with Purchasing/Product, Brand, Creative/Design, Logistics and Dev to ensure that the user funnel is optimised for conversion and retention.
 - Effectively track team and business performance by establishing processes, reporting and KPIs.
 - Surfaced data for COS/CAC/LTV modelling and attribution.
 - Executed new channel opportunities.
 - Successfully integrated and project managed Local and International Marketplaces such as OnBuy, bol.com, Cosmetify.
 - Grew revenue on eBay by £200k in 12 months.
 - Grew the affiliate channel revenue by 70% in 12 months working closely with product, promo and agency.
 - Managed daily, weekly, monthly and board reporting.
 - Developed automated processes for more efficient tools and monitoring.
- Creation of an internal Product Feed Management System.
 - Surfacing and developing data for the top performing products by category to be used throughout the business.

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● Head of Customer Acquisition

Allbeauty | Nov 2015 - Apr 2020

Responsible for planning, implementing and executing the Company's customer acquisition strategy across multiple countries and channels, including Paid Search, Paid Display, SEO, Marketplaces, Price Comparison Sites and Affiliate Marketing, to drive new customer sales. As well as Customer Retention.

● Search & Insights Manager

printed.com, Goodprint & wrap.me | Mar 2011 - Nov 2015

Managing Multiple PPC Accounts as well as all Display activity for acquisition and re-marketing for the UK and multiple European countries. I also manage LinkedIn, Facebook and Microsoft AdCenter Accounts. All Display, Search and E-mail is trafficked via DoubleClick under my management. I also manage all SEO for printed.com including channels such as Google+ and various back-link strategies. I have recently (April 2015) been given the affiliates channel to look after, manage and grow. My daily tasks and team tasks include keyword bidding, campaign and ad group optimisation, keywords research, ad copy changes, A/B Testing, SEO, weekly, monthly and quarterly reporting. Budget spend management and forecasting across printed.com, Goodprint.com and Smileprint.com.

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● PPC Executive

Tangent One | Nov 2010 - Mar 2011

Skills and potential were recognised and was moved to an internal company (printed.com) to help grow the business.

Managing Multiple PPC, Facebook and Microsoft AdCenter Accounts.

Daily tasks included keyword bidding, ad copy changes, A/B Testing, weekly, monthly and quarterly reporting.



● **E-Business Manager**

Gauteng Tourism Authority | Sep 2007 - Aug 2010



● **Systems Administrator**

Micros South Africa | Jun 2006 - Aug 2007

Designed Secure Desktop screens for restaurant POS stations. Designed and maintained the company's website. Managed the online monitoring system known as Mymicros. Designed internal graphics.



● **Systems Administrator**

ADT | Feb 2004 - Jun 2006

Designed and maintained the company's intranet in South Africa. Managed the servers for monitoring incoming emergency calls. Assisted all regions with server setup and maintenance. Assisted with SOX audit control. Designed all SOPs, Policies and Procedures for IT International audits. Help desk support. Managed internet connectivity. Anti-virus management. Citrix Administrator.

● **Web Designer & Paid Media Marketeer**

Modiredi | Jan 2003 - Dec 2007

- Managed and maintained PPC activity for various clients such as LPR, Rivonia Car Sound.
- Monthly reporting on performance.
- Managed budget allocation across various channels for clients.
- Researched, Planned, Built and set up Campaigns across various channels for clients.
- Recommended on-site technical and content SEO for clients.
- Custom landing pages.

Education & Training

1998 - 1998 ● **The Zone**

MCSE+,

1997 - 1997 ● **Allenby Campus**

Prestige Computer Diploma,

1996 - 1996 ● **Sandown High School**

Matric Certificate,