

# SEBASTIAN CRIVELLI

Yonkers, NY • (914) 760-7793 • seb.crivelli@gmail.com • [linkedin.com/in/sebastiancrivelli](https://www.linkedin.com/in/sebastiancrivelli) • [sebcrivelli.com/hire/](https://sebcrivelli.com/hire/)

## Senior Performance Marketing Leader

\$200M+ in managed paid media across Google, Meta, YouTube, TikTok, LinkedIn, and CTV. Proven record of 35-60% user growth, 40% ROI lifts, and 30% CAC reductions across consumer services, subscription apps, e-commerce, and lead gen. Specialized in turning underperforming channels into profitable growth engines using advanced analytics and AI-driven optimization.

### WORK EXPERIENCE

#### Care.com

04/2023 - 01/2025

#### Director, HomePay & Provider Acquisition Marketing

*Remote*

- Revamped digital marketing campaigns in 21 days, driving a 20% growth in high-quality prospects within 90 days.
- Increased high-quality leads by 35% YoY while eliminating 23% of inefficient spend.
- Spearheaded agency collaboration to refine audio and on-demand video campaigns, reducing customer acquisition costs (CAC) by 22% YoY.
- Drove a 15% YoY growth in new paid subscriptions and achieved an overall 30% YoY CAC reduction.
- Forecasted budgets aligning with financial targets and delivered weekly strategic presentations to the C-suite.
- Promoted within one year to add Provider marketing to scope.

#### Umbrella Digital

12/2019 - 04/2023

#### Head of Performance & Growth Marketing

*Jersey City, NJ*

- Established and led a high-performing Media team across Ad Ops, Programmatic, Social, Search, and Media Planning.
- Optimized a \$15M multi-channel media budget, driving a 40% lift in marketing-sourced revenue across healthcare, finance, education, automotive, sports, and e-commerce.
- Executed performance campaigns across Google, Meta, TikTok, CTV, and more, delivering a 40% increase in total client ROI.
- Integrated CM360, DV360, SA360, Data Studio, and Integral Ad Science in 4 months, unlocking \$250K in annual savings.
- Managed a team of 8, maintained Google Partner status, and conducted multi-vertical account audits.

#### WayBetter

07/2018 - 11/2019

#### Director, User Acquisition

*New York, NY*

- Optimized acquisition spend to achieve a 60% YoY increase in paid subscriptions across six apps.
- Developed A/B testing frameworks from user behavior data, lifting conversion rates by 25% and overall engagement by 20%.
- Spearheaded the selection of a primary attribution solution, delivering \$150K in annual MarTech savings.
- Increased LTV by 30% through targeted influencer partnerships and refined audience segmentation.
- Cut freelancer spend by \$60K annually by overhauling the data-driven vendor evaluation process.

#### IAC Applications

03/2017 - 07/2018

#### Senior Digital Marketing Manager

*Yonkers, NY*

- Managed an \$83M annual advertising budget across 1,600+ campaigns and 60+ accounts.
- Orchestrated budget forecasts for multiple product lines, aligning \$250M in planned expenditures with senior leadership.
- Optimized historically negative channels, boosting conversion rates by 45% through refined targeting and best practices.
- Managed and developed a team of 6 marketing managers and established internal team KPIs.

#### Crown Awards

01/2014 - 03/2017

#### Senior Marketing Manager

*Hawthorne, NY*

- Scaled digital marketing spend from \$3M to over \$9M (300% growth) while increasing ROAS 30% YoY across PPC, Shopping, and dynamic remarketing campaigns.

- Managed and optimized campaigns on Google, Bing, and Yahoo Gemini, overseeing 55,000+ SKUs across Amazon, eBay, and Google/Bing Shopping.

**Lawyers Group Advertising, Inc**

07/2012 - 11/2013

**Marketing Manager**

*Darien, CT*

- Managed 100+ PPC campaigns on Google AdWords & Bing Ads, with a yearly ad spend of over \$2M.
- Achieved a 100% lift in conversion rates and reduced unqualified leads by 58%.

**CERTIFICATIONS**

**Advertising Fundamentals**

05/2028

LinkedIn

**Marketing Measurement**

05/2028

LinkedIn

**Marketing Strategy**

05/2028

LinkedIn

**Ads Video (YouTube)**

09/2026

Google

**Search Ads 360 (SA360)**

09/2026

Google

**Display & Video 360 (DV360)**

09/2026

Google

**Conversion Optimization**

09/2026

Google

**Ads Search**

08/2026

Google

**SKILLS**

**Paid Media Channels:** CTV, Google Ads, LinkedIn, Meta (Facebook/Instagram), Microsoft Ads (Bing), Reddit, Snapchat, TikTok, Twitch, Twitter/X, YouTube / YouTube TV

**Ad Tech & Analytics:** CM360, Data Studio / Looker Studio, DV360, Google Analytics (GA4), Google Tag Manager, Integral Ad Science, SA360, Tableau

**Leadership:** Agency management, AI-driven optimization, Attribution strategy, Budget forecasting, C-suite reporting, Team building

**Verticals:** Ad tech, Automotive, Consumer marketplaces, DTC/E-commerce, Education, Fintech, Healthcare, Sports, Subscription apps