

Dino Albizzati

Performance Marketing Specialist

Buenos Aires, Argentina · Remote-First · English / Spanish · LinkedIn

SUMMARY

Results-driven Performance Marketing Specialist with 5+ years of end-to-end experience managing digital marketing programs for F&B, hospitality, and agency clients. Proven track record building campaigns from scratch — from Meta Ads strategy and email automation to GA4 attribution and conversion optimization — with a strong focus on measurable ROI. Experienced working independently in remote environments, managing multiple platforms and stakeholders simultaneously. Bilingual English/Spanish.

EXPERIENCE

Marketing Manager

2024 – 2025

Zeitlin's Delicatessen · Chicago, IL (Remote)

- Managed full-funnel Meta Ads campaigns achieving 4.27x ROAS on seasonal promotions (Passover, Mother's Day)
- Built GA4 + Meta Pixel analytics infrastructure from scratch; implemented UTM attribution across all channels
- Migrated email list of ~5,000 subscribers from ActiveCampaign to Beehiiv with tag-based segmentation
- Led Wefunder equity crowdfunding campaign: \$150K+ raised from 200+ investors
- Developed loyalty, discount, and farmers market incentive programs to drive repeat traffic and catering sales
- Managed BentoBox to Toast Catering platform migration and onboarded Social Media Manager

Digital Content & Marketing Specialist

Jun 2022 – Jun 2024

CandidLeap · Los Angeles, CA (Remote)

- Managed digital content and paid marketing for multiple clients across industries
- Executed paid and organic campaigns, SEO content, and email marketing in English and Spanish
- Produced creative briefs, ad copy, and social media content aligned with client brand guidelines

Senior Creative Copywriter

2015 – 2022

M8 Digital Marketing Agency · Miami, FL

- Led bilingual creative copy for major brand accounts: Sony, PlayStation, HBO, Volkswagen, Starwood
- Produced campaign concepts, scripts, and digital copy across paid, social, and email channels
- Collaborated with creative directors and account teams on integrated brand campaigns

SKILLS & TOOLS

Paid Media: Meta Ads (Facebook & Instagram), Google Ads, campaign strategy, audience targeting, ROAS optimization

Email Marketing: Beehiiv, ActiveCampaign, list segmentation, automation flows, A/B testing

Analytics: GA4, Meta Pixel, UTM attribution, conversion tracking, campaign reporting

Platforms: Toast, BentoBox, ClickUp, Loomly, Make (Integromat), Webflow, Canva

Copywriting: Long & short-form, bilingual (EN/ES), brand voice, ad copy, email copy

Languages: English (fluent) · Spanish (native — Rioplatense)

EDUCATION

Marketing & Communications

Buenos Aires, Argentina