LEONE STRANGES

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PROFESSIONAL SUMMARY

Digital Marketing Manager with 15 years of experience in the iGaming industry, specializing in affiliate marketing and partner management across sportsbook, casino, and poker. Proven track record of building and leading affiliate programs, managing relationships with international affiliates and networks, and driving player acquisition through performance-based channels. Skilled in tracking and reporting on any affiliate platform (NetRefer, Income Access, Scaleo, CellXpert, MyAffiliates etc etc), with hands-on expertise in SEO, PPC, media buying and programmatic, and CRM (segmentation, newsletters, bonus campaigns). Strong analytical approach to planning, budgeting, executing, and optimizing end-to-end marketing strategies, with experience leading affiliate teams and cross-functional product and development teams.

CORE SKILLS

Affiliate & Performance Marketing

- Affiliate program management (sportsbook, casino, poker). Managed an affiliate programs of 100 partners generating 1-2Mlns in monthly revenue
- Affiliate network and traffic network management (PPC, push, pops, native, display)
- Media buying and programmatic advertising
- Commission structures, bonus campaigns, and promotions
- Account management with international partners
- Mastering Vibe-Coding with ChatGPT and/or Claude for super-fast A/B testing of Landing Pages and offers

Digital Marketing

- SEO, SEM (PPC), and social media
- CRM: segmentation, newsletters, bonus and campaign setup
- Content marketing, influencer marketing, and PR

Management & Strategy

- Project and product management
- Team leadership and cross-functional collaboration
- Campaign planning, budgeting, and performance optimization
- Strong analytical and reporting skills; able to prioritize and perform under pressure

TECHNICAL SKILLS

- Affiliate tracking platforms: NetRefer, Income Access, MyAffiliates
- Paid traffic and media buying: Sportradar DSP, Google Ads, traffic networks (push, pops, native, display)
- SEO and analytics: SEMrush, Majestic, Ahrefs, Google Analytics
- CMS and web: WordPress, HTML, CSS
- CRM: bonus and campaign configuration, newsletter management (Fast Track CRM platform)
- Project management: Jira, Asana, Trello, Basecamp, Unfuddle, GitLab
- Design: Adobe Photoshop
- AI: OpenAI(ChatGPT), Anthropic(Claude), Gemini

WORK EXPERIENCE

Director & Marketing Manager
ReactivAction (IOM) & LRL Marketing Services (Cyprus)
May 2021 – current

- Organized the entire company structure between IOM & Cyprus
- Planned and executed the entire process for the OGRA license (B2C gambling license) in Isle-of-Man (under the Isle of Man GSC - Gambling Supervision Commission)
- Building the team and setting the operations of the B2C startup
- Launched 2 brands for Brazil(apostarei.com), Finland(play.trybet.com) and CA,NZ,IE WW (trybet.com)
- Develop and execute market-specific strategies to position the brand effectively and achieve growth.
- Build and deliver marketing strategies and plans to increase brand awareness and market share.
- Manage marketing projects by coordinating internal and external resources, ensuring all initiatives are delivered on time and meet agreed goals.

- Lead customer acquisition, conversion, and retention initiatives to generate profitable revenue across company acquisition & retention channels (SEO, Affiliate Marketing, Media Buying, Programmatic, Social Media, CRM, VIP)
- Utilise product analytics and market data to guide strategy, identify trends, and influence business decision-making.
- Leading & coordinating the marketing departments (Affiliates, Media Buying, SEO, Social, Content, CRM, VIP) to create and implement campaigns optimized to maximize ROI.

Consultant
Digital Marketing Specialist (Gambling, Crypto, Adult)
September 2015 – current

- Digital Marketing Strategy/Budget
- Affiliate Marketing Management
- Media Buying
- Programmatic
- CRM(Customer Retention Management)
- SEO/SEM (PPC)
- Social Media Management
- Social Media Ads
- Content Management

Affiliate and Online Acquisition Manager
Logispin, Malta – (www.logispin.com)
March 2019 – April 2021 (2 Years and 2 Months)

Responsible for driving the digital performance of the online acquisition channels in the client markets (Nigeria, Kenya, Colombia). This role involves cross-department marketing projects (Affiliate, CRM, Social, Content, SEO, PPC, Media Buying, Programmatic RTB).

- Responsible for building and managing an in-house team to deliver the affiliate marketing strategy including:
  - Leading and coordinating a team of 4 affiliate executives and a BI Analyst
  - Management and coordinating the growth of the affiliate channel (recruitment of new/top affiliates)
  - Monitoring and managing core KPIs and player engagement coming through the affiliates/advertisers
  - Analyzing the channel operation data and improving the quality of channel operation and performance
  - Handling the monthly commission invoicing and preparing the closure of the month reports.
  - Management and leadership skills to inspire, motivate and grow the affiliate team
  - Working closely with the design team for ensuring the affiliate promotional materials are compliant, appropriate and competitive at all times
  - Maintaining the key relationships with top affiliates/partners/advertisers
  - Planning and communicating with the affiliates about updates, offers, marketing materials together with the team (Product, CRM/VIP, Content and Social)
  - Planning, organizing, coordinating the team in participating in iGaming industry conferences (LAC, AAC, LiAC, SIGMA)
- Proactively identify market and strategic opportunities across the digital channels and direct the team towards possible ways to increase value and profitability from new and existing customers in order to achieve higher FTDs and improve NGR
- Responsible for the targets of the partners: Media Buying & Programmatic, SEO and PPC affiliates to meet the company's objectives and ROI guidelines
- Coordinating the technical integration with external partners (pixel, Tag Manager, s2s Postback)
- Strong business negotiation experience, able to independently open up new channels, complete organizational implementation and evaluation improvement
- Working with individual partners to maximize ROI/ROAS to a deal-level
- Collecting & Analyzing reports using Microsoft Excel, Google Analytics, Income Access(tracking), Data Studio
- A cross-department key role for the tracking setup and monitoring (income Access, Google Analytics) of the marketing activities
- Help develop and implement initiatives to improve acquisition and retention marketing performance.

Digital Marketing Manager
ICO Launch Malta (Crypto/Blockchain industry), Malta – (www.icomalta.com)
March 2018 – February 2019 (1 Year)

- Managing the company marketing budget to ensure the growth of the B2B acquisition channel
- Planning and execution of the B2B digital marketing strategy, aligning with the CEO and CTO, across the following marketing channels: SEO, Social Media Management, Social Media Ads, PPC, Affiliate Marketing, Influencer Marketing, Display Advertising, Video marketing, PR & Content Advertising, Newsletter
- Coordinating the internal and external resources/partners to make sure the campaigns are flawlessly executed and constantly optimized
- Ensuring the right tracking and reports are in place to be able to manage budget allocation and KPIs optimization
- Identifying trends and insights and optimize spend and performance based on the insights gathered
- Brainstorm and developing/execution of new and creative growth strategies
- Driving the optimization of the acquisition and on-boarding funnel across channels
- Optimizing the communication strategy across channels, learning and sharing what approach drives results by market and target audience, and ensuring message consistency at each step along the customer journey
- Planning and organizing the key blockchain conferences and magazine in order to promote the company

Senior Affiliate Marketing Manager
IGT (Gibraltar) Ltd, Gibraltar – (www.igt.com)
October 2016 – November 2017 (1 year and 2 Months)

- Managing the affiliate department budget to ensure the growth of the UK affiliate marketing programme
- Optimizing the channel performance by focusing on the key affiliates and identifying and reactivating under-performing affiliates
- Maintaining close relationships with leading partners and exploring opportunities to improve performance
- Identifying new opportunities by recruiting the main affiliates and establishing long and profitable deals supporting them via email and/or Skype in each stage of the partnership
- Creating exclusive and innovative promotions for the key affiliate partner websites
- Creating customized Landing Page for the key affiliates (pixel integration, S2S integration, postback URL)
- Scheduling all the affiliate creatives into the affiliate channel according with the CRM ongoing promotions and tournaments and according with the monthly new casino games release
- Creating weekly/monthly incentive promotions to improve affiliate performance
- Scheduling regular newsletter communications to help and support affiliate activities
- Regularly checking potential affiliate frauds and bonus/promotional abuse
- Identifying KPIs and providing weekly/monthly reports in order to evaluate the affiliate performance
- Organizing and attending the key conferences in order to promote the brand and the affiliate programme
- Managing and executing some SEO and PPC activities on the affiliate programme website

Affiliate Marketing Manager
Betclic Everest Group, Rome, Italy – (www.betcliceverestgroup.com)
April 2016 – October 2016 (7 Months)

- Acquisition of new potential affiliate partners
- Reviewing and evaluation of new affiliate account applications
- Keeping clear communication/info on affiliate sites/forums, poker news sites, etc
- Communication/Support with affiliates via email, internal messages, skype
- Planning/Creation of the Affiliate Bonus Campaign and Newsletter
- Negotiating affiliate deals - Affiliate commission payouts
- Coordinating private affiliate promotions and evaluation/optimization of the affiliates performances (KPIs)
- Keeping affiliates Terms&Conditions up to date

Affiliate Marketing Manager
Gambling Affiliation, Sliema, Malta – (www.gambling-affiliation.com)
March 2015 – July 2015 (5 Months)
Affiliate Marketing Manager for Gambling Affiliation, a gambling affiliate network to connect Affiliates with Brands.

- Management of the current affiliates registered from all Europe and Reactivation of inactive affiliates
- Identification and recruitment of new affiliates (affiliate portals – social networks – direct contacts)
- Daily use of the main affiliate systems integrated: NETREFER, INCOME ACCESS, etc
- Development and launching of new marketing campaigns (RS – CPA – CPC – CPM)
- Communication of new campaigns via newsletter and other channels (skype - internal messages)
- Planning and development of the Italian market - Marketing and SEO activities
- Regularly review affiliate sites and marketing practices insuring compliance with Company policies

Affiliate Marketing Manager / Project Manager
BMH Group Malta, San Julians, Malta – (www.bmhmalta.com)
June 2011 to February 2015 (3 years and 9 Months)
Affiliate Marketing Manager at www.fastlanebetting.com (Brand of BMH Group Malta) with Sportsbook, Casino and Poker.

- Identification and recruitment of new affiliates
- Creation and management of exclusive promotional affiliate activities and Landing Pages
- Leading the affiliate department through our own affiliate system and NETREFER®
- Team Leader of the affiliate and support department – 4 members in total

Project Manager at BMH Group Malta

- Management and development of different gaming products for internal/external projects
- Management of the development process for new gaming websites (Skin/White Label)
- Management of the development process of new products - interface between company's needs and internal/external developers and partners
- Product Management - Leading a new sportsbook software project
- Leading a team of 6 members (4 developers – 2 graphic designers)

Marketing Executive / Content Manager
E-Play24, Sliema, Malta
June 2010 to May 2011 (1 year)

Erasmus Placement, Internship
GVC (GamingVC Corporation), Birkirkara, Malta
July 2009 to September 2009 (3 Months)

EDUCATION AND TRAINING

Master's Degree in Management Engineering - Logistic specialization
UNICAL University of Calabria Arcavacata di Rende, Italy - April 2010 – Grade 110/110
Certificate of Study Programme LLP/Erasmus 2007/2008
AMK Satakunta University of Appled Sciences, Finland - January 2008 to May 2008

LANGUAGES

- **Italian** – Native Level
- **English** – Professional working proficiency