

Angelo Di Veroli

Ramat Gan, Israel

+972 54-282-0392 · 4ngelo@gmail.com · linkedin.com/in/angelodv

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Taboola

Tel Aviv, Israel

Re: Senior Performance Account Manager

Dear Taboola Hiring Team,

For this role, most candidates have managed performance campaigns from the platform side. My angle is different: I have spent over a decade operating from the advertiser side in highly ROI-disciplined performance environments, and I also bring a publisher's view of the marketplace that most account management candidates do not have.

On the advertiser side, I have run acquisition systems across Meta Ads, Google Ads and native/programmatic performance workflows for high-CAC Italian lead-generation verticals, including financial services. I have worked hands-on with campaign architecture, creative testing, audience modeling, conversion APIs, CRM integrations, lead routing under SLA, attribution modeling and cohort analysis from first click through qualified acquisition events and revenue milestones.

On the publisher side, I founded iSayBlog.com, one of Italy's leading blog networks of its era, and @Geekissimo, an Italian tech/media brand with 300K+ followers on X. That experience taught me how publisher economics, advertiser expectations, user trust and content distribution interact in the real world — not just in dashboards.

Practically, I am an Italian native born in Rome, fluent in English, and fluent in spoken and written Hebrew after 13+ years in Israel. I live in Ramat Gan, made Aliyah in 2012, and am ready for Taboola's hybrid schedule from day one. I am advanced with Excel and Google Sheets, comfortable with BI dashboards and fluent across modern advertiser tooling and AI-augmented workflows — backed by seven completed Anthropic Academy courses (AI Fluency, Claude API, MCP and more; transcripts on the brief).

For a fuller view of how I would approach a tier-1 book of business — account diagnostics, signal-to-action patterns and what I would do in the first ninety days — I prepared a short operating brief at <https://angelodv.netlify.app/>.

I'd welcome the chance to discuss the book of business and what I'd do with it in the first ninety days.

Kind regards,

Angelo Di Veroli