

# Angelo Di Veroli

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Role-specific operating brief: <https://angelodv.netlify.app/>

## PROFILE

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Performance marketing operator with 15+ years across both sides of the advertising marketplace: advertiser-side acquisition performance and publisher-side audience scale. Founder-built track record across high-CAC Italian lead-generation/performance verticals, content publishing, campaign economics, reporting workflows, client-facing growth strategy and AI-driven operational systems. Rome-born Italian native, Ramat Gan-based since making Aliyah in 2012.

## LANGUAGES

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Italian — Native · English — Fluent (C1/C2) · Hebrew — Fluent spoken and written after 13+ years in Israel

## EXPERIENCE

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### **Performance Marketing Operator & Consultant — Independent** 2015 – Present

*B2B client-facing engagements across Italian and international markets*

- 10+ years of hands-on advertiser-side performance marketing across Meta Ads, Google Ads and native/programmatic performance workflows, with primary focus on high-CAC Italian lead-generation verticals including financial services.
- Client-facing work with marketing teams, performance operators and B2B partners: campaign strategy, KPI definition (CPL, CPA, ROAS), funnel architecture, creative testing, audience modeling, attribution modeling and full-funnel optimization.
- Built and maintained advertiser operating stacks: Meta Lead Ads via custom proxy to CRM ingestion, lead routing in under 60 seconds via SLA-monitored pipelines, conversion APIs, native/programmatic integrations and multi-funnel A/B testing frameworks.
- Mapped performance from first click through qualified acquisition events and revenue milestones, translating campaign data into client-facing diagnosis and next actions.
- Advanced Excel and Google Sheets: pivots, lookups, dynamic dashboards, cohort analysis; reporting via Looker Studio and custom BI dashboards built on Apps Script.
- Recent work includes applied AI in advertising operations: automated campaign reporting, AI-assisted creative testing, lead-quality scoring models and faster account diagnostics.

### **Founder & Editor — @Geekissimo** 2006 – Present

*Italian tech / media brand with 300K+ followers on X*

- Founded and operate a long-running Italian digital tech publication with sustained reach across Italian-speaking tech, AI and developer audiences.
- Direct exposure to the publisher side of native advertising and content-recommendation platforms, including the trade-offs between user experience, content policy and monetization.
- Cross-platform editorial and monetization across web, X and Medium, with current focus on emerging AI models, developer tooling and practical adoption of new technology.

### **Founder & CEO — iSayBlog.com** 2010 – 2015

*One of Italy's leading blog networks of its era · millions of monthly visits at scale*

- Built from zero a network of dozens of vertical blogs (tech, lifestyle, business, culture, entertainment) publishing original content every day and reaching millions of monthly visits at peak.
- Full operator stack: P&L, advertiser and agency negotiations, content monetization, editorial direction, hiring and management of contributors, traffic growth and revenue growth.
- Direct B2B work with advertisers, media agencies and brand partners across the Italian market — the early advertiser-relationship experience that informs how I think about account management today.

## SKILLS

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- Performance marketing: Meta Ads, Google Ads, native/programmatic performance workflows, conversion APIs, attribution modeling, A/B testing, lead-quality scoring, full-funnel optimization.
- Analytics & reporting: Excel, Google Sheets, Looker Studio, dynamic dashboards, cohort analysis, KPI narratives, account health diagnosis.
- CRM & operations: custom CRM integrations via API, lead routing automation, real-time alerting, SLA monitoring, pipeline troubleshooting.
- Client management: B2B-facing communication with marketing teams, operators, media agencies and brand partners across multilingual markets.
- Tools & stack: Google Workspace, Apps Script automation, modern AI tools (Claude, GPT) integrated into operator workflows.
- Markets: deep operator-grade knowledge of the Italian digital advertising and media landscape; working knowledge of broader European markets.

## CERTIFICATIONS — ANTHROPIC ACADEMY

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*Seven completed courses from Anthropic's official AI training program. Each transcript individually verifiable at the link below the bullet — the formal foundation behind the AI-augmented workflows described above.*

- AI Fluency: Framework & Foundations — effective and ethical collaboration with AI systems. [verify.skilljar.com/c/xr9prutnn98x](https://verify.skilljar.com/c/xr9prutnn98x)
- Claude 101 — Claude for everyday work tasks and core features. [verify.skilljar.com/c/pok83b3t2h3w](https://verify.skilljar.com/c/pok83b3t2h3w)
- Introduction to Claude Cowork — hands-on workflows across files, plugins, skills and research. [verify.skilljar.com/c/f68sf8gjsxks](https://verify.skilljar.com/c/f68sf8gjsxks)
- Claude Code 101 — Claude Code in daily development and operational workflows. [verify.skilljar.com/c/8ayiiq3g8ghg](https://verify.skilljar.com/c/8ayiiq3g8ghg)
- Claude Code in Action — integrating Claude Code into end-to-end pipelines. [verify.skilljar.com/c/3gor2wkdk8ao](https://verify.skilljar.com/c/3gor2wkdk8ao)
- Building with the Claude API — programmatic access to Anthropic models. [verify.skilljar.com/c/w99u5ginzobk](https://verify.skilljar.com/c/w99u5ginzobk)
- Introduction to Model Context Protocol — building MCP servers and clients for external integrations. [verify.skilljar.com/c/7s8pvbr89q6d](https://verify.skilljar.com/c/7s8pvbr89q6d)

## FEATURED WORK

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- @Geekissimo: ongoing industry analysis on emerging AI models, developer tooling and the practical adoption of new technology in Italian-language tech media.
- Speed Arena: built and deployed a live LLM comparison tool on Vercel — [speed-arena.vercel.app](https://speed-arena.vercel.app)
- Technical writing on Medium: published analysis on emerging open-weights AI models and cost/performance trade-offs — [medium.com/@angelodiveroli](https://medium.com/@angelodiveroli)