

# Sebastian Crivelli

## Senior Performance Marketing Leader

Greater New York City Area · (914) 760-7793 · seb.crivelli@gmail.com · linkedin.com/in/sebastiancrivelli · sebcrivelli.com

---

### SUMMARY

Senior paid media operator with 20 years scaling consumer marketplaces, subscription, lead-gen, and B2B SaaS paid programs. **\$200M+ in lifetime managed spend** across Google Ads, Microsoft Ads, Meta, TikTok, LinkedIn, YouTube, CTV, and programmatic video. Repeat pattern: inherit bloated, fragmented paid programs — simplify, refocus on the right conversion actions, and rebuild CAC and ROI from the ground up. Teams led: up to 8. Industries shipped: marketplaces, subscription services, healthcare, fintech, edtech, e-commerce, and B2B SaaS.

### CORE EXPERTISE

- Paid Search (Google Ads, Microsoft Ads)
- Paid Social (Meta, TikTok, LinkedIn, Snap, Reddit)
- YouTube / CTV / Programmatic Video
- Subscription & Marketplace Acquisition
- Budget Strategy (\$2M–\$250M annual)
- Conversion & Measurement Strategy (GA4, GTM, server-side)
- Team Leadership (up to 8 direct reports)
- Agency Partnership & Oversight

### EXPERIENCE

#### Independent Paid Media Practice Fractional & White-Label Senior Operator

Remote · Greater New York City Area  
Apr 2025 – Present

Fractional and white-label senior paid media engagements for agencies and growth-stage brands while evaluating senior FT roles. Recent work: B2B SaaS audit surfacing \$264K/month in waste and a \$40M revenue plan; CPG brand \$264M market-entry strategy.

#### Care.com Director, HomePay & Provider Acquisition Marketing

New York, NY (Remote)  
Apr 2023 – Jan 2025

- Inherited a fragmented HomePay paid program running 118 campaigns against the wrong conversion actions. Simplified to 18 campaigns and refocused on in-funnel events — CAC dropped materially without a change in spend.
- Grew high-quality leads **+35% YoY** while trimming 23% of inefficient spend; new paid subs up **+15% YoY**.
- Refined audio and on-demand video campaigns with agency partners, reducing CAC **22% YoY**.
- Owned monthly, quarterly, and annual budget forecasting and reconciliation with finance.
- Presented campaign strategy and performance to C-suite weekly; drove alignment across HomePay, Provider, and Finance.
- Promoted within the first year — scope expanded to include Provider Acquisition Marketing in addition to HomePay.

#### Umbrella Digital Head of Performance & Growth Marketing

Jersey City, NJ  
Dec 2019 – Apr 2023

- Built and ran a performance media team from scratch covering Paid Search, Paid Social, Programmatic, YouTube/CTV, and Media Planning.
- Allocated a **\$15M multi-channel media budget** across healthcare, finance, education, automotive, sports, and e-commerce — delivered a **40% lift** in marketing-sourced revenue.
- Increased total client ROI **+40%** across Google Ads, Microsoft Ads, Meta, YouTube, Snap, TikTok, X, LinkedIn, Twitch, and Reddit.

- Led ad stack migration to CM360 / DV360 / SA360 / Looker Studio / IAS in 4 months — unlocked **\$250K** in annual savings.
- Led a team of 8 across media buying and account management; maintained Google Partner status.
- Conducted account audits across multiple verticals, surfacing and recovering wasted spend.

## WayBetter

New York, NY

### Director, User Acquisition

Jul 2018 – Nov 2019

- Optimized acquisition spend across **six subscription apps** — delivered a **60% YoY increase** in paid subscribers.
- Increased LTV **+30%** via influencer mix and refined audience targeting.
- Led selection and negotiation of a new attribution vendor, generating **\$150K** in annual MarTech savings.
- Built A/B testing frameworks on behavioral data — lifted conversion rates **+25%** and engagement **+20%**.
- Advised C-suite on marketing strategy, measurement, and technical implementation across all channels.
- Cut freelancer spend by **\$60K** annually through a data-driven vendor evaluation process.

## IAC Applications

Yonkers, NY

### Senior Digital Marketing Manager

Mar 2017 – Jul 2018

- Managed an **\$83M annual paid media budget** across **1,600+ campaigns** spanning **60+ accounts**.
- Co-led budget forecasting across product lines for monthly/quarterly/annual cycles — aligned against a **\$100M+** planned investment cycle.
- Lifted conversion rates **+45%** on historically negative channels by implementing campaign best practices and refining audience targeting.
- Managed and developed a team of 6 marketing managers across paid search.
- Reported directly to the VP of Marketing on strategy, measurement, and channel execution.
- Promoted to Senior Marketing Manager within the first 6 months.

## Crown Awards

Hawthorne, NY

### Senior Digital Marketing Manager

Jan 2014 – Mar 2017

- Scaled digital marketing spend **+300%** while increasing ROAS **+30% YoY**.
- Managed PPC across Google Ads, Microsoft Ads, and Yahoo Gemini; launched and optimized **55,000+ SKUs** across Google Shopping, Microsoft Shopping, Amazon, and eBay Commerce.
- Built remarketing and dynamic retargeting programs on Google, Microsoft, Meta, and Instagram.
- Reported to C-suite (CEO and CMO) on spend, revenue, and channel efficiency.

## CERTIFICATIONS

---

- Google Ads — Search
- Google Ads — Display
- Google Ads — Video (YouTube)
- Google Ads — Shopping
- Google Ads — Measurement
- Google Analytics 4 (GA4)