

Leonardo Cassone

Digital Marketing Specialist who builds.

Google Ads, SEO & Analytics · Data, Automation & AI

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Vilnius, Lithuania

PROFILE

I run the campaigns and build the systems behind them. Marketing is my domain; building is how I solve problems.

EXPERIENCE

Digital Marketing Specialist (Growth, Data & Automation) · Innovation Campus

Sep 2025 - Present · Remote · Málaga

- SEO: CTR on “coworking Málaga” searches from 0.7% to 1.6% after rewriting titles from search data
- Tracking: GA4 captured ~37% of real leads; ~75% after server-side events and consent-gated attribution
- Google Ads: audited the account (7 dead conversion goals) and traced why paid clicks were missing from lead data
- Data: one database (Cloudflare D1, Workers, Apps Script) for Search Console, GA4, leads, Maps and Instagram, with MCP tools so AI agents query live data

Case studies: [The ads that never brought a lead](#) · [GA4 saw a third of the leads](#) · [A website built to be cited by AI](#)

Tech Specialist (Root-Cause Analysis, GEO/AEO & Customer Insights) · Dexcom

Sep 2025 - Present · Full-time · Vilnius

- 98% CSAT across 3 markets
- GEO/AEO audit: traced support calls to AI Overview hallucinations and escalated the root causes to Marketing
- UX prototype fixing a recurring support pattern upstream; business case ~€20K a year
- SEO audit for the new Italian market; tested the CRM migration from Oracle Service Cloud to Salesforce

Case studies: [Why customers called the wrong number](#) · [One webpage, too many support calls](#) · [Same URL, different internet](#)

Performance Marketing Specialist · Innovation Campus

Mar 2024 - Sep 2025 · Full-time · Hybrid · Málaga

- Ran Google Ads (Search, Performance Max) on ~€225/month: meeting-room revenue grew ~86% year over year
- Search at ~€0.53 CPC and 5–14% CTR; Performance Max for Maps, ~7,700 clicks at ~€0.08
- Found most “conversions” were soft actions; rebuilt tracking around real inquiries and designed a server-side offline conversion pipeline

Case studies: [An Ads account bidding in the dark](#)

Freelance · Little by Little

Feb 2026 - Present · Independent · Vilnius

- Websites, SEO, analytics and lead capture for small businesses in Italy and Lithuania, from design to deploy

STACK

MARKETING	Google Ads · GA4 · Google Tag Manager · Search Console · Technical SEO · GEO/AEO
DATA	SQL · Cloudflare D1 · Google Apps Script (JavaScript) · Google Sheets · REST APIs · DataForSEO
SUPPORT & CRM	Salesforce · Oracle Service Cloud · Genesys Cloud · HTTP request tracing · structured data (schema.org)
CODE	JavaScript · TypeScript · Astro · Cloudflare Workers & Pages · Git
AI	Claude Code · Codex · Gemini · MCP connectors

Currently preparing for Google Cloud Associate Cloud Engineer.

EDUCATION

B.Sc. Digital Marketing
University of Modena & Reggio Emilia (UNIMORE)

LANGUAGES

Italian (native) · English (C1) · Spanish (B1)