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Date of Birth: 1st June 1989
Nationality: Maltese

Curriculum Vitae (CV)

August 2025 - present	**Lead Product Manager at Gentoo** Quad Central, Q4 Level 14 Triq L-Esportaturi Birkirkara CBD 1040 **Business or sector:** Affiliate marketing, iGaming **Role:** Lead Product Manager Product ownership for two flagship products at Gentoo including: - Casinomeister.com - Time2play.com All Senior PM & PM role responsibilities plus: - mentorship of SCRUM ceremonies and Jira board administration/migration - administration of business case driven Roadmap initiatives with business requirements across all stacks - Implementation of OKR methodology across teams plus operational adaptation - Contingency plans and processes for pivots, regulatory requirements and opportunities - Standardisation of progress reports across product team - Mitigation and resource handling solution plus onboarding - Product backlog requirements, assessment of stakeholder requests from ideation up to deployment - Refactoring of legacy WP Admin panel, Blocks and ACF components - Database and WordPress theme migration, including data fields and functionality mapping (Blocks and ACF) - Optimisation of Core Web Vitals scores - CRO driven UXUI improvements with scalable traffic growth (various niches across casino and sports plus forums) - A/B testing solutions Migration on high value assets include: - Database migrations, including data points mapping, site refactoring for database centralisation solutions - Full site migration front end plus DMS and UI templates redesign for new theme - AI prototyping integration Direct manager for Product managers on various tech stacks includes support for all the above: • Custom WP sites • Gatsby and JS stacks • Platform/Widgets solutions global
October 2024 – July 2025	**Senior Product Manager at GiG Media/Gentoo (KFR Ltd)** 3, Triq Il- Qasab, San Ġiljan SGN 1719 Malta (remote work)

	Business or sector: Affiliate marketing, iGaming **Role:** Senior Product Manager Sole Product ownership of two flagship products at Gentoo: - Casinomeister.com - Time2play.com Responsibilities include all PM role responsibilities plus: - SCRUM ceremonies and Jira board administration - Cross department process setup - Weekly progress reports addressing internal stakeholders and c-level - Roadmap planning, implementation and pivots - Resource handling and onboarding - Component/block delivery: administration of stakeholder requests from ideation up to product deployment - Refactoring of legacy WP Admin panel, Blocks and ACF components - Database and WordPress theme migration, including data fields and functionality mapping (Blocks and ACF) - Optimisation of Core Web Vitals scores - Team lead responsibilities: managing Product direct reports, coaching, escalating issues, risks and opportunities to management.
August 2022 – October 2024	**Product Manager at GiG Media/Gentoo (KFR Ltd)** 3, Triq Il- Qasab, San Ġiljan SGN 1719 Malta (remote work) **Business or sector:** Affiliate marketing, iGaming **Role:** Product Manager Product Management (Growth/Commercial) in various markets including US, UK, Japan, IT, LATAM and across Casino and Sports sites. Setting up of OKRs & roadmaps, addressing pain points through market research and user/stakeholder feedback. Product Owner (Tech PO), identifying issues, optimization requirements, gathering business needs and translating them into Epics/Roadmap within Jira & releasing new WordPress features. Analysis of current DMS and solutions for new DMS in collaboration with BI and Development teams. PM/PO tasks include: • Vision/Mission statements • RDCL Canvas product methodology • Set and meet quarterly milestones • Integrate SEO, Design, Content, Outreach and Commercial team goals within milestones/OKRs • End of quarter milestone assessments (achievements, learnings and opportunities (Administration/setup of JIRA tailored to mission (across departments) • Website/product redesign initiatives • User testing (redesign, new elements) • Set up of OKRs (organic sessions, clicks, FTD targets – monitoring and updating stakeholders) • React to market and resource changes while meeting OKR goals • Product/mission weekly (alignment, process optimization, addressing blockers and opportunities across departments) • Initiate Software (Product Owner) initiatives to revamp local central database and management system • Translate user/business needs into tech friendly requirements • Product UI sketches and UI requirements, UI testing and QA • Assess and negotiate with 3rd parties for internal solutions • Adopt an SEO first approach to all products (setting priorities, SEO QAs) while leveraging other Digital marketing channels Agile ceremonies/tasks • Pre-sprint planning • Task/ticket refinement • Dev and Staging deployments Documentation and QA planning Site & Data migrations Business unit Product administration

May 2021 – August 2022	**Product Manager at Catena Media** Quantum Place Triq ix-Xatt, Ta' Xbiex Gzira GZR 1052 Malta **Business or sector:** Affiliate marketing, iGaming **Role:** Product Manager As a Product Manager my role is to drive conversions and traffic by optimizing the casino product and meet agreed deliverables via collaboration across multiple departments and ensuring that the roadmap KPIs are met in due time while taking paths that gain highest ROIs. Please see below for responsibility and operational tasks. **Tasks & Responsibilities** ● Profit and Loss ● Product strategy & delivery ● Defining product Roadmap specifications and deliverables ● Managing, analysing and reporting key KPIs and producing performance reports ● Build multiple initiatives within timeframes and budgets ● Driving revenue, traffic and user engagement and reporting findings to stakeholders ● Translate business needs across to technical teams and overlook its delivery ● Market research and competitor analysis ● Implementation of UX/UI best practices and user journey optimization ● Resource planning ● Drive Product demos with relevant stakeholders ● Business case creation and implementation into roadmap ● Be user focused and ability to profile/identify target audience ● Product optimization based on GEOs, competitors and future trends ● Data driven insights and analysis that support product strategy and roadmap initiatives ● Liaising with stakeholders including SEO, Content, Design, Developers to meet P&L targets and align to business objectives
August 2020 – May 2021	**SEO Product Specialist at Catena Media** Quantum Place Triq ix-Xatt, Ta' Xbiex Gzira GZR 1052 Malta **Business or sector:** Affiliate marketing, iGaming **Role:** SEO Product Specialist and SEO Product Owner Cross-market SEO On-page specialisation: UK, DE, SE, FI, ES Liaise with different functions and implementing the below tasks: Commercial Product Owner ▪ Weekly/Monthly Reports on Market Performance ▪ Market and keyword research on new opportunities ▪ Product planning (new product features, re-designs of major features) Technical Product Owner ▪ Implementation of new features ▪ Tech fixes for SEO ▪ Data gathering from backend for SEO analysis ▪ Automation – In Bulk fixes (scripts)

- Pre and Post deployment SEO checks
- Project site structure (architecture)

Content Team Leader

- Agile board fixes
- Migration of tasks from sheets to Agile
- Resource estimation
- Cross market content planning
- Outreach documentation

Content Editors (multiple)

- Content Structures (blueprints including keyword and competitive research)
- Content + image tasks
- Inlink strategy
- Content planning
- New content ideas

SEO Product Specialist – Market specific

- Language optimisation tasks
- Site wide tasks

Country Manager

- New content ideas
- New feature brainstorming
- Value adding strategies

Outreach Specialists

- Day to day backlink order
- Outreach campaigns
- Outreach disavow audits

Design

- UX audits
- Merger of design and SEO structure
- Mobile and Desktop functionality checks

SEO Tools: Ahrefs, Majestic, Screaming Frog, DeepCrawl, Google Analytics, Google Search Console, Accuranker and more

Other sitewide tasks successfully completed:

- Compliance with DE regulations in a short time span
- Recover from May core update hit
- Migration to Agile environment
- Content Resource estimation for product

January 2019 – August 2020	**Group SEO Executive at Moneta Communications** Moneta Communications 2nd floor, Queens House, 32 - 34 Queen St, Manchester M2 5HT, United Kingdom **Business or sector:** Affiliate Marketing (Sports betting) Search Engine Optimization for all the Moneta Group's affiliate sites. On-Page and Off-page optimization with focus on technical analysis. Site migration and structuring tasks: ▪ Site migration and merger of multiple mini sites ▪ Site structing for new domain – URL recommendations, Folder Structure ▪ Visual site structing maps ▪ Migration from HTTP to HTTPS (spotting internal redirect issues from HTTP to HTTPS) Keyword Research tasks: ▪ Keyword Research in Sports betting (horse racing and football niches) ▪ Keyword mapping (from old mini sites to new domain) Content and METAs Audits: Bulk META Optimization METAs and Content best practices Tech Audits including: ▪ Identifying Status code issues and what caused them ▪ Finding orphan pages/silos (pages without links) ▪ Bulk page speed audits ana in-depth solo page speed audit ▪ Spotting SSL certificate issues ▪ Redirect issues – reducing redirect chains and loops to zero and focusing on crawl depth ▪ Internal links strategy ▪ HREF lang audits and best practices for multiple language domains Backlink Profile Audits: ▪ Content Gap (missing keywords and how to integrate them with our domains) ▪ Competitor Analysis ▪ Keyword Tracking
November 2016 – Dec 2018	**SEO Analyst at Rock Intention (WGP & Highlight Media Group)** Rock Intention Malta 114, The Strand, Gzira, GZR1027 Business or sector: Affiliate Marketing (Casino, Finance, eSports) Search Engine Optimization for multiple affiliate marketing projects in highly competitive niches such as Finance (Forex, Online Trading, Mortgages, Loans) and Betting (Casino) on various markets (different languages). Some of the daily tasks include:

On-page optimization

- SEO Audits
- Tech Audits (PageSpeed, Status Codes, Redirect Chains, Meta tags etc)
- Content Audit (making sure that content is SEO friendly and that it both appeals to visitors and Google
- Keyword Research/Keyword Mapping
- Content Plan

Off-page optimization

- Backlink profile analysis
- Competitor analysis
- Link-building plans/forecasts

Weekly reports on all projects showing leads, ranking and traffic.

Project Management tasks:

- Assigning new content based on SEO keywords
- Liaising with programmers to fix SEO issues
- Reports any UX issues to Designers

Some of the tools used:

- ScreamingFrog
- Ahrefs, SemRush, Majestic
- SERanking, AWRCloud, SERPStat
- KWFinder, Keywordtool.io
- Google Analytics, Google Search Console
- Google PageSpeed Optimization Tools
- Pingdom/GTMetrix
- Varvy (for UX audit)
- MS Excel for in-depth report (with SEOTools for Excel)

Working with Externals Department WebGuidePartner:

- SEO Consultancy
- Audits adapted for external clients

Some of the clients:

- IKEA Sweden Head Office (e-commerce)
- Ratsit.se
- SVD
- Atlas Copco
- Transmotec
- Suzuki

	▪ ETRAVELI
September 2016 – Nov 2016	**Digital Marketing Apprentice at Growth Gurus** Silver Dawn, Ground Floor, Triq It-Tiben Swieqi SWQ3030 **Business or sector:** Digital Marketing Agency ▪ Business Analysis ▪ Web Analytics ▪ Search Engine Optimisation ▪ Google AdWords ▪ Google Analytics ▪ Content Writing ▪ Web Design (WordPress) ▪ Social Media Marketing ▪ Infographics
April 2015 – August 2016	**Technical & Administrative Support Officer at Ascent Software**
November 2014 – April 2015	**IT System Administrator at TEK Experts**
April 2013 – October 2014	**ICT Technician at Toly Management Ltd**
May 2011 – March 2012	**ICT Coordinator at Heritage Malta**
EDUCATION AND TRAINING	
December 2025	Scrum.org Professional Scrum Master I (PSM I)
December 2025	Scrum.org Professional Scrum Product Owner I (PSPO I)
December 2021	Digital Product Management Certification University of Virginia, Darden School of Business
December 2021	Managing an Agile Team University of Virginia, Darden School of Business
November 2021	Hypothesis-Driven Development University of Virginia, Darden School of Business
October 2021	Agile Analytics University of Virginia, Darden School of Business
September 2021	Agile Meets Design Thinking University of Virginia, Darden School of Business
July 2021	Digital Product Management: Modern Fundamentals University of Virginia, Darden School of Business
August 2018	PRINCE2 Foundation Certification PeopleCert/AXELOS
November 2018	Google Analytics Qualification Google Academy
February 2017	Google Ads Search Certification Google Academy
February 2017	Google Ads Fundamentals Google Academy

December 2016	Professional Diploma in Digital Marketing ICE Malta/Digital Marketing Institute
May 2016	Digital Marketing Fundamentals Course ICE Malta
December 2013	BSc (Hons) in Computer Science University of Hertfordshire, Hertfordshire, United Kingdom ● Web Services ● Strategic Information Systems ● Business Intelligence ● Thesis: Rich Internet Applications Design and Development
December 2010	International Advanced Diploma in Computer Science STC Training Malta, Swieqi, Malta
CONFERENCES	
May 2022	CasinoBeats Summit 2022 SBC Event
October 2021	iGaming NEXT 2021 Valletta
April 2019	SMX London 2019 Search Marking Expo
November 2018	SiGMA 2018 MFCC
PERSONAL SKILLS (PASTIMES)	Online Marketing Enthusiast, WordPress and Tech related software technologies, Travelling, life long learning
LANGUAGES	**English**: Fluent (Speaking, Understanding, Writing) **Italian:** Good (Speaking, Understanding) **Maltese**: Native (Speaking, Understanding, Writing)
COMMUNICATION SKILLS	Professional communication skills earned through IT support days which evolved throughout the years by liaising with different stakeholders at multiple levels including higher management and level one employees. Ability to host meetings and emergency calls with stakeholders to address any critical issues. Hosting easy to follow bi-weekly product demos for various stakeholders working on the product Weekly Product updates with team leaders and anyone requesting an overview of the product such as new employees. Roadmap brief and presentation with CEO and company executives.
ORGANISATIONAL & MANAGERIAL SKILLS	Product management skills including: ● Liaising with outsourced teams such as developers and content ● Addressing any issues that congest productivity across departments ● Performance reviews for both management, stakeholders and peers ● Revenue and roadmap initiatives forecasting as part of yearly Roadmap

OTHER JOB-RELATED SKILLS	Microsoft Excel, PowerBI Reporting Tool, Piwik, Google Analytics, GSC, Jira, Asana, Trello