

# DOMINIK BENDER

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Seasoned business and analytics leader with extensive experience in data-driven sales and operations, specializing in performance marketing and user acquisition across retail, tech, mobile apps, and mobile gaming. Proven track record of transforming performance data into business outcomes by delivering actionable insights, leading cross-functional initiatives, advising C-suite executives, and scaling data-driven strategies. Results-oriented with a focus on continuous improvement, inventive problem-solving, and scalable solutions.

## PROFESSIONAL EXPERIENCE

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### Professional development | dbenger.com | Feb 2025 – Present | Munich, Germany

*Building deep, hands-on AI/LLM capability to enhance productivity, automate workflows, and support data-driven decision-making while applying newly acquired expertise to real-world side projects.*

- Expanding technical expertise across the full AI ecosystem—automating user acquisition and performance marketing data workflows, integrating AI into analytics and reporting, leveraging code generation and optimization tools, and applying AI to strategic planning.

#### Core Competencies in Development

- AI Tools, Platforms & APIs: ChatGPT, Gemini, Claude, Manus, Perplexity, NotebookLM, Granola, Higgsfield, Artlist, ChatPRD, ElevenLabs, Linear, Wispr Flow, Descript, Notion AI
- Developer Tools & IDEs: Claude Code, Cursor, Codex, Codex CLI, Gemini CLI, Google AI Studio, Antigravity, Lovable, Replit, Firebase Studio, V0, Bolt.new, Jules, AMP, Devin, Factory, Railway, Vercel, Warp, Google Cloud, AWS
- Workflow Automation: n8n, Make.com, Langgraph, CrewAI, Zapier, Gumloop
- Generative Media Tools & Models: Text-to-Image, Text-to-Video, and Image-to-Video models for creative process automation
- Actively designing and building product/code development and automation workflows through hands-on projects spanning diverse applications beyond performance marketing and user acquisition.

### Senior Analytical Lead | Google – Large Customer Sales, Northern Europe | Sep 2021 – Feb 2025 | Amsterdam, Netherlands

*Partnered with leading global app and gaming advertisers across Northern Europe (Benelux + Nordics) to develop innovative digital solutions and drive business growth.*

#### Revenue & Client Impact

- Delivered \$XXXmm+ quarterly revenue with 40% average YoY growth by developing innovative digital solutions leveraging Google's resources to exceed client objectives.
- Engaged C-suite and senior executives to present strategic insights and recommendations, building credibility and driving high-impact conversations at the leadership level.

#### Performance Operations & Analytics

- Owned daily pacing and analytics across Google Ads; built KPI scorecards, alerting systems, and cohort/LTV views in BigQuery and Looker, reducing time-to-insight and improving operational efficiency.
- Managed day-to-day performance operations with client growth teams; monitored ROAS, CPI, LTV, and retention metrics; triaged anomalies; and guided bid, budget, and creative optimizations.
- Operated a "daily performance engine": automated data pipelines, performance decoding, and executive dashboards; led standups with senior stakeholders to align on risks, opportunities, and rapid optimization decisions.
- Combined change-history forensics with funnel analysis to diagnose performance swings and prioritize actions with the highest marginal gain.

#### Platform Building & AI Integration

- Pioneered an end-to-end performance insights platform resulting in commercialized offerings, improved service quality, and higher client satisfaction.
- Leveraged Gemini models to optimize analytics, performance analysis, and internal data workflows—streamlining reporting and surfacing advanced insights.
- Developed iOS SKAN Reporting Pack integrating Google Ads App Campaign and SKAdNetwork data; solution published externally at [github.com/google/app-reporting-pack](https://github.com/google/app-reporting-pack).

### Technical Apps Lead | Google – EMEA International Growth Team | Dec 2018 – Aug 2021 | Hamburg, Germany

*Specialist consultative sales role accelerating international growth through strategic and operational consultations for large advertisers in EMEA.*

- Managed and consulted 25+ clients across Gaming and Non-Gaming app verticals, driving 55% average YoY increase in market exports.
- Achieved 100% client satisfaction rate through personalized performance and market export strategies with direct communication and customized tools.
- Established and co-led the IGT EMEA Apps & Gaming program, securing funded headcounts and scaling the initiative to 1,500+ clients adopting tools—increasing client investment by 300% YoY.

- Designed and managed "One-Stop Shop" App Campaigns BI Platform covering multi-billion USD in revenue with 3,000+ daily/weekly internal active users.
- Collaborated with Global Product Leads to design and launch Global App Campaigns Data Sharing Compliance Policy published for all App Campaigns sales teams worldwide; co-led global training rollout.

**Account Manager** | Google – Marketing Solutions, SMB Ad Sales | Aug 2017 – Dec 2018 | Dublin, Ireland

- Managed top-tier SMB clients with revenue ranging from \$XXXk to \$XXMM per quarter; achieved 135% of Q4 target a month early and 157% of Q1 target two months early.
- Drove +383% audience depth (top-18 CE pod), +158% automation growth, and scaled RLSA from 87% to 562% with >50% win rate.
- Trained 50+ representatives across EMEA/US on automation and insight generation; shipped automated QBRs, reports, and scripts.

## ADDITIONAL EXPERIENCE

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**Google | Analytical Consultant Intern** – Jan 2017 – Aug 2017 | Zagreb, Croatia

- Supported Google LCS across CEE (Apps, Airlines, Gaming, IT, Fashion, Retail); delivered quantitative market landscape work and presented insights to Industry Managers.

**Q Agency | Business Development Manager** – Jan 2016 – Jan 2017 | Zagreb, Croatia

- Operated at Top 10 World's Best Agency (Clutch, 2022); owned UK market and full sales cycle. Built sales operating system with new strategy, CRM implementation, and performance tracking.

**L'Oréal | Marketing Analyst Intern** – Sep 2015 – Dec 2015 | Zagreb, Croatia

**Henkel | Marketing and Business Intelligence Intern** – Dec 2014 – Aug 2015 | Zagreb, Croatia

## EDUCATION

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**Rochester Institute of Technology** – B.S. in International Business & Marketing, 2017

## TECHNICAL SKILLS & INTERESTS

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**Performance Marketing & Analytics:** Google Ads, Meta Ads, App Campaigns, BigQuery, Looker, SQL, Python, Google Analytics, Firebase, SKAdNetwork, MMP integrations (Adjust, AppsFlyer), A/B testing, LTV/cohort analysis, ROAS optimization

**Cloud & Infrastructure:** Google Cloud Platform, AWS, Firebase, Vercel, Railway, Warp

**AI Tools & Platforms:** ChatGPT, Claude, Gemini, Perplexity, NotebookLM, Google AI Studio, ElevenLabs, Manus, Granola, Higgsfield, Artlist, ChatPRD, Wispr Flow, Descript, Notion AI

**Developer Tools & IDEs:** Cursor, Claude Code, Codex, Codex CLI, Gemini CLI, Firebase Studio, Replit, V0, Bolt.new, Antigravity, Lovable, Jules, AMP, Devin, Factory

**Workflow Automation:** n8n, Make.com, Zapier, Langgraph, CrewAI, Gumloop

**Generative Media:** Text-to-Image, Text-to-Video, Image-to-Video models for creative process automation

**Interests:** Running, road cycling, culinary experimentation (European cuisine), history, business, and sports media