

RAFAEL GRANDE PEREZ

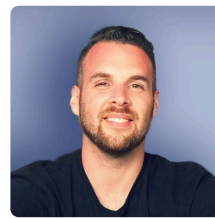
IGAMING SPECIALIST & DIGITAL MARKETING STRATEGIST

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MVD, Uruguay / BA, Brazil



SUMMARY

Experienced iGaming professional with 14 years of expertise in affiliate management, acquisition, and data analysis across Brazilian and LATAM markets. Fluent in English, Portuguese, and Spanish with exceptional technical and creative skills. A professional who excels at thinking outside the box and embraces continuous learning to stay up-to-date with the latest industry trends and techniques.

PROFESSIONAL EXPERIENCE

LATAM AFFILIATE MANAGER

1XBET (iGaming/Gambling)

02/2024 - Present

1xbet.com

- As **Affiliate Manager** for 1XBET LATAM market, I oversaw affiliate management for Casino and Sports Betting verticals, analyzed ROI from deals, optimized campaigns, and found new affiliates.

CHIEF GROWTH OFFICER

Crystal Wealth Group (iGaming/Gambling)

07/2023 - 02/2024

crystalwg.com

- As **Chief Growth Officer**, I have worked with Customer Service, CRM, Finance and senior management to **improve processes and redefine strategies**, leveraging my 14 years of experience in the gaming industry.
- From **August to December 2023**, I helped drive **substantial growth**: the monthly average total deposit per client increased by 90%, Avg. Qty. Deposits p/Client rose by 56%, and **ARPU experienced a remarkable 157% growth**. Additionally, I created weekly and monthly KPI reports, enabling top management to swiftly grasp changes and trends, facilitating prompt identification and resolution of emerging issues.

LATAM AFFILIATE MANAGER

LynxBet (iGaming/Gambling)

03/2022 - 01/2023

lynxbet.com

- As **Affiliate Manager** for LynxBet's LATAM market, I oversaw affiliate management for Casino and Sports Betting verticals, analyzed ROI from deals, optimized campaigns, and found new affiliates, I also provided translations from English to Spanish and Portuguese for various company materials.

BUSINESS INTELLIGENCE ANALYST

Playbonds (iGaming/Gambling)

09/2010 - 05/2020

playbonds.com

- As a **Business Intelligence Analyst** from 2014 to 2020, I performed data analysis and reporting answering critical business questions, using MySQL and Excel to extract key insights and drive informed decision-making.
- As **Head of Acquisition** from 2017 to 2018, I led acquisition traffic strategies, managed affiliate partnerships, analyzed ROI, and negotiated deals to drive revenue growth and increase profitability.
- As **Affiliate Manager** for the Brazilian market from 2012 to 2014, I developed and managed successful affiliate partnerships, analyzed ROI from deals, and optimized campaigns to increase revenue and improve CPA.
- As a **Community Manager** from 2010 to 2012, I developed and executed effective social media marketing strategies to build brand awareness, engage with audiences, and attract new customers to the business.

OTHER PROFESSIONAL EXPERIENCE

- FREELANCE TRANSLATOR** (LV BET & Energy Casino | 2021 - 2023) - Translated website content and SEO blog posts into neutral Latin American Spanish to increase accessibility and engagement for Spanish-speaking audiences.

SKILLS

Affiliate Marketing	Agile		
Analytical Skills	Business Intelligence		
Business Strategy	Creativity		
Critical Thinking	CSS	Data Analysis	
Email Marketing	Google Analytics		
HTML	Jira	Leadership	MySQL
Online Marketing	Problem-Solving		
Scrum	SEO	Teamwork	UX

CERTIFICATIONS

SQL for Data Analysis

Udemy

Business Intelligence with Power BI

Platzi

AI For Everyone

Deeplearning

Leadership for Teams

Platzi

Commercial Strategy

Platzi

Project Management Fundamentals

Platzi

Professional Scrum Course

Platzi

LANGUAGES

Spanish	Native
English	Fluent (C2)
Brazilian Portuguese	Fluent (C2)

REFERENCES

Alberto Btesh

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Jeremy Taylor

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Carla Nieves

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