

DARRAGH GAULE

darraghgauleis@protonmail.com | 628-313-6831 | San Francisco, California  [Darragh Gaule](#)

SUMMARY

Performance marketing manager who turns data into strategies that drive impact. Over 5 years, I've progressed from a graduate hire in Dublin to leading global performance marketing for *NBA 2K* in San Francisco; building relationships with platform partners, aligning cross-functional teams, and creating frameworks that deliver measurable results. Desire to take this same strategic approach to multiple gaming clients, with direct accountability for outcomes. Seeking to join a competitive team on Discord's expanding advertising platform.

EXPERIENCE

Global Paid Media | 2K Games

Jul 2020 - Present

Performance Marketing Lead for NBA 2K & Activation Team Manager

- Responsible for strategy, execution, and optimization across all major channels worldwide.
- Transformed 2K's approach from single objective to dynamic multi-objective buying that changes with our game lifecycle - building media resonance into launch and key sales moments.
- Delivered 7x conversion improvement for *NBA 2K* and 5-9x for *WWE 2K*. Results led to a globally recognized Meta [case study](#). Invited to Meta HQ for fire-side chat.

Mobile Gaming Expertise

- Launched and managed global *NBA 2K MyTeam* Mobile user acquisition across North America, EMEA, and APAC.
- Collaborated with creative, marketing, product and commercial teams to develop strategy, inform creative direction, and establish key benchmarks (ROAS, CPI thresholds).
- Navigated post-iOS14 attribution challenges, leveraging SKAdNetwork and probabilistic modeling to approximate campaign performance. Deep understanding of the measurement difficulties of mobile gaming companies.

Internal Thought Leader for Measurement

- Driving 2K's clean room and advanced analytics initiatives, collaborating directly with MarSci teams at Meta, Google, and Amazon to turn technical capabilities into business outcomes.
- Acting as an internal consultant and educator, guiding teams beyond *NBA 2K*, including *Borderlands 4*, on how to design learning agendas and apply advanced measurement.
- Positioned as the go-to voice for turning complex clean-room outputs into clear answers, scaling knowledge and impact across franchises.

Relationships that Drive Results

- Manage partnerships with regional teams and agencies across North America, EMEA, and APAC.
- Regularly present to senior leadership and secure buy-in on new strategies.
- Systematic approach helped avoid seven-figure losses through data-driven investment decisions.

Global Learning Agenda and Measurement Framework Development

- Built a learning agenda for *NBA 2K* across budget allocation, creative optimization, player segmentation, and KPI development - aligning every test to business objectives.
- Partnered with MarTech, MarSci, Insights, and GTM to secure buy-in and ensure learnings are translated into meaningful, actionable outcomes.
- Introduced a lift-study-driven measurement approach to evaluate how media and creative influenced player perception and engagement, with follow-up testing linking those lifts to installs.

EDUCATION

- MSc, Quantitative Finance - University of Amsterdam, The Netherlands.
- BA, International Finance & Economics - Maynooth University, Ireland.

SKILLS

Gaming Industry Expertise: Console and mobile marketing, player behavior analysis, lifecycle optimization.

Technical Proficiency: Adjust MMP, SKAdNetwork, Conversions API, attribution modeling, SQL & Python.

Platform Expert: Meta (Advanced Analytics), Google (DV360, ADH), Amazon (DSP, AMC), TikTok & Snapchat.

Relationship Management: Cross-functional collaboration, stakeholder alignment, global team coordination.