KAMILA LIPSKA

TECHNICAL GROWTH ARCHITECT

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Email
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Location
Remote-first, EU-based.

SOCIAL

LinkedIn
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Kamilalipska.com

SKILLS

• Growth Stack Architecture
• Full-Scope SEO
• Data Strategy & Visualization
• Marketing Automation & CRM Ops
• SEM & Paid Media Strategy
• CRO & A/B Testing Frameworks
• Web Analytics & Tag Management
• Web Dev Knowledge

EXPERTIZE

• End-to-End Growth System Design
• Attribution Modeling & Funnel Mapping
• Lifecycle Automation & CRM Architecture
• Paid Acquisition (Search, Social, Programmatic)
• Conversion-Led UX & Landing Strategies
• Go-to-Market Planning for B2B & Web3
• SEO-Led Growth for Complex Products
• Martech Infrastructure & Data Flow Design

PROFILE

Technical growth architect with 15+ years building scalable systems for SaaS and Web3. I connect strategy with execution, designing end-to-end infrastructure across paid, SEO, attribution, and RevOps.

I've helped early-stage teams grow from zero to traction, optimized $1M+ ad budgets, and rebuilt funnels that convert insight into outcomes. Known for bringing clarity to complexity, I work hands-on across data, tooling, and cross-functional gaps to make growth measurable, repeatable, and fast.

WORK EXPERIENCE

Growth Marketing Manager

Web3 Security | SEO & Paid Ads | Martech Systems & Lifecycle Automation
Cantina / U.S. remote / 2024-2025

Owned technical and performance marketing across Cantina.xyz and Spearbit, leading SEO, paid acquisition, and CRM automation. Operated across a fragmented Web3 stack, building scalable infrastructure, automations, and funnel tracking systems across marketing, sales, and product layers.

Key contributions:
• Fully owned paid ads across Google and social, scaling acquisition with tight budgets and limited attribution visibility
• Built a technically optimized SEO stack, delivering top-position Web3 keyword rankings with minimal content spend
• Proposed and implemented scalable improvements to solution and product pages, including metadata, schema, and UX architecture
• Designed lifecycle automation in HubSpot & Brevo, user onboarding, segmentation, CRM hygiene, and behavior-based workflows
• Unified fragmented tracking (Webflow, GA4, PostHog, hardcoded pages) with structured UTM and funnel logic
• Delivered technical support for Webflow launches, form logic, personalization, metadata QA, redirect setup
• Improved marketing-to-sales handoff by redesigning pipeline stages, lead scoring, and email cadences
• Built Zapier and Make integrations to automate data sync and internal ops processes across tools

Translated strategic goals into integrated, insight-led systems, driving measurable gains in acquisition, activation, and operational efficiency.

- SaaS
- Cryptocurrency (trading, NFTs)
- Web3
- Healthcare
- Finance
- Tech
- E-commerce
- Retail

EDUCATION

Master of Science
in Marketing & Management
Leon Kozminski University
Warsaw / Poland / 2004 - 2009

LANGUAGES

- English (fluent speaker)
- Polish (Native/fluent)
- Spanish (Communicative)

"Data-driven insights are the foundation for making smart, informed decisions that drive growth and success."

Marissa Mayer

Growth Lead
Acquisition Strategy | Analytics Infrastructure | Cross-Channel Growth
Cere Network / U.S. remote / 2021-2024

Led growth strategy for Cere Network, a Web3 protocol focused on decentralized data infrastructure. Owned performance marketing, acquisition analytics, and growth experimentation, designing full-funnel systems across paid, lifecycle, and product-facing initiatives.

Key contributions:
- Built and executed data-driven customer acquisition roadmaps aligned to P&L goals, optimizing CAC, LTV:CAC, and ROAS across core channels
- Led paid growth strategy across search, social, and programmatic, developing experiments, refining targeting, and scaling user acquisition
- Mapped full user journeys by integrating on-chain product analytics with GA4 and Looker-based website data
- Designed feedback loops for product testing, translating user insights into onboarding and activation improvements
- Developed internal analytics pipelines and dashboards to support forecasting, cohort tracking, and GTM visibility
- Implemented an internal knowledge base to streamline cross-team access to growth data and testing outcomes
- Mentored content and community teams, driving distribution strategies grounded in user behavior and segmentation
- Managed KOL/influencer partnerships through performance-based evaluation and campaign tracking

Combined deep analytics with lean execution, turning data into decisions and fragmented campaigns into integrated systems

Growth Marketing Manager
Paid Acquisition | SEM Strategy | Tracking Infrastructure
Plesk / Switzerland / 2016 – 2024

Led performance marketing for Plesk and its WebOps portfolio, driving growth across four brands with a focus on SEM, conversion strategy, and tracking infrastructure.

Key contributions:
- Scaled SEM performance by over 600% through multi-year optimization of Google and Bing campaigns, managing structure, budget allocation, and performance at scale
- Architected and executed multi-channel paid acquisition strategies, including programmatic, retargeting, and lifecycle campaigns
- Implemented and maintained Keitaro tracking to improve attribution accuracy and unlock detailed channel performance insights
- Drove consistent improvements in conversion rate via structured A/B testing, landing page optimization, and intent-based funnel segmentation
- Developed data-driven retention and upsell campaigns that improved LTV and reduced churn across SaaS products
- Partnered with content and web teams to align ad copy, landing experiences, and user flows across multiple brand sites

Combined execution depth with data discipline, delivering compounding paid growth in a multi-brand, high-volume environment.

Founder, Growth Architect & Strategic Advisor
B2B SaaS | Web3 | Data-Driven GTM | Martech Infrastructure
Self-employed / Remote / 2013 – 2021

Founded and led a growth consultancy supporting early-stage and scale-up teams across SaaS and Web3. Focused on data-driven GTM strategy, acquisition infrastructure, and marketing systems. Ran this consultancy in parallel with select in-house roles, advisory-style, non-competing, and execution-focused.

Key contributions:
• Delivered growth audits and funnel blueprints to help teams de-risk launches, reduce CAC, and align paid/organic motion
• Built scalable systems across Google, Meta, YouTube, Reddit, and affiliate channels, tailored to budget and market maturity
• Designed modular UTM, tracking, and attribution layers using GA4, GTM, CRM, and lightweight data stacks
• Developed retention and re-engagement frameworks across CRM, lifecycle email, and remarketing
• Supported cross-border launches with channel recommendations and infrastructure readiness planning
• Provided high-context strategic guidance to founders needing senior growth clarity without operational overhead

Selected engagements only, run in parallel to full-time roles and structured to complement, not compete with, long-term in-house growth leadership.

EARLIER ROLES E-COMMERCE & PERFORMANCE MKT

Digital Marketing Manager
Bob & Lush / Barcelona / 2015 – 2016

Owned paid acquisition, CRM, and affiliate performance across UK, Germany, and Switzerland.

• Drove 280% YoY growth in SEM by scaling Google & Bing campaigns
• Launched CRM and retargeting flows to improve conversion and retention
• Managed Amazon and affiliate network operations, including creative, reporting, and partner onboarding

Channel Manager (E-commerce)
Vistaprint / Barcelona / 2010 – 2013

Managed digital marketing for Poland, with a focus on ROI-positive growth.
• Launched and optimized acquisition across email, group buying, display, and affiliate
• Improved CAC and retention through localized testing and payment flow updates
• Forecasted and hit quarterly ROI targets while scaling SEM and CRM automation