

Dmytro Lozynskyi

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Profile

Growth leader who delivered 44% YoY revenue growth at PetSafe and built WorthView from zero to production. Combines deep acquisition expertise (organic, product-led, and paid channels) with strong experimentation mindset and hands-on execution. Experienced in building growth engines from scratch, optimizing customer journeys, and balancing performance with brand quality.

Experience

Founder Feb 2025 - Present
WorthView *Dublin, Ireland*

- Built acquisition engine from scratch using product-led growth strategy, growing from 0 to 75 active users through referral loops and optimized onboarding experience
- Shipped web MVP in 6 months through weekly experimentation cycles, iterating from spreadsheet prototype to production based on user insights
- Owned full customer journey including acquisition, activation, and retention metrics, with iOS release planned Feb 2026

Organic Growth Lead May 2022 - Present
PetSafe Brands *Dublin, Ireland*

- Delivered 44% YoY revenue growth (\$2.5M to \$3.6M) across 12 global stores by leading full-funnel growth strategy including organic acquisition, paid channel optimization, and conversion improvements
- Achieved 12x ROI on \$50K organic budget through data-driven channel optimization and strategic content investment
- Partnered with paid marketing team to optimize CAC across Meta and Google Ads through audience testing and creative iteration
- Built experimentation framework from scratch with weekly A/B tests across website, email, and landing pages that increased sales by 3x
- Collaborated with creative and brand teams to produce high-performing content that outranked competitors and Wikipedia

SEO Specialist Jan 2021 - Apr 2022
Nestlé *Lviv, Ukraine*

- Increased organic traffic by 72% for Maggi brand across EMEA markets through data-driven channel optimization and content testing
- Collaborated with brand teams to create performance-driven content across multiple markets, balancing brand guidelines with conversion goals
- Promoted to Specialist within 9 months after exceeding all acquisition and engagement KPIs

Skills

- **Growth Marketing:** Performance Marketing (Meta Ads, Google Ads), A/B Testing & Experimentation, Conversion Optimization, CAC & ROI Management, Customer Journey Optimization, Product-Led Growth
- **Acquisition Channels:** Paid Social & Paid Search, Organic Growth (SEO), Creative & Brand Partnership, Content Strategy, Onboarding & Email Optimization
- **Analytics Tools:** SQL & Data Analysis, Google Analytics & Tag Manager, Mixpanel / Amplitude, Marketing Attribution, Growth Dashboards
- **Execution:** Cross-functional Leadership, Budget Management, Rapid Experimentation, Attribution & Measurement

Education

Lviv College of Information and Computer Technologies
Associate's degree in Information Systems and Software Applications

Lviv, Ukraine
Sep 2017 - Jul 2020