

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 WorthView	Feb 2025 - Present <i>Dublin, Ireland</i>
<ul style="list-style-type: none">Built acquisition engine from scratch using product-led growth strategy, growing from 0 to 75 active users through referral loops and optimized onboarding experienceShipped web MVP in 6 months through weekly experimentation cycles, iterating from spreadsheet prototype to production based on user insightsOwned full customer journey including acquisition, activation, and retention metrics, with iOS release planned Feb 2026	
Organic Growth Lead PetSafe Brands	May 2022 - Present <i>Dublin, Ireland</i>
<ul style="list-style-type: none">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 improvementsAchieved 12x ROI on \$50K organic budget through data-driven channel optimization and strategic content investmentPartnered with paid marketing team to optimize CAC across Meta and Google Ads through audience testing and creative iterationBuilt experimentation framework from scratch with weekly A/B tests across website, email, and landing pages that increased sales by 3xCollaborated with creative and brand teams to produce high-performing content that outranked competitors and Wikipedia	

SEO Specialist

Nestlé	Jan 2021 - Apr 2022 <i>Lviv, Ukraine</i>
<ul style="list-style-type: none">Increased organic traffic by 72% for Maggi brand across EMEA markets through data-driven channel optimization and content testingCollaborated with brand teams to create performance-driven content across multiple markets, balancing brand guidelines with conversion goalsPromoted 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
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