

Giovanni Angioni

Head of Casino

Professional marketer with 10+ of experience in the i-Gaming industry and a background in journalism and SEO.



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WORK EXPERIENCE

Head of Casino iBus Media

01/2016 – Present

iBus Media is a world-leading player in the i-Gaming affiliate industry and operates award-winning online guides as Pokernews.com and CasinoSmash.com.

Achievements/Tasks

- Launch and development of the new Casino guides CasinoSmash.com (global) and its local sites in DE, IT, IN, PL.
- Launch and development of a Casino section on PokerNews.
- Launch of a network of 1,000+ satellite websites.
- My responsibilities included the creation of a global long-term strategy for the new Casino vertical, the setup of two teams to work on the projects, the definition of each division's KPIs, the establishment of a data-based decision culture, the establishment of clear processes for delivery and reporting.
- In a three-year time, I took a whole new project from its inception to monthly affiliate revenues in the six-figure range, surpassing those of the 13-year-old PokerNews network.

Contact: iBus CEO: Jonathan Squires – +44 7977 179 030

Senior European Editor iBus Media

12/2013 – 01/2016

Achievements/Tasks

- My responsibilities were to run the daily and long-term content strategy and operations of PokerNews.com and its 27 international versions.
- I also run two editions of the PokerNews Cup tournament in Rozvadov, Czech Republic, and reported from a multitude of live poker events in Europe.

Founder Netlead Media OU

12/2013 – Present

Tallinn

Netlead Media operates affiliate sites in highly competitive verticals as payday loans, pet care, online trading and banking, and healthcare.

Market Content Manager Highlight Media

02/2010 – 11/2013

Tallinn, Malta

Award-winning i-Gaming affiliate operating networks such as PokerListings and CasinoTop10.

Achievements/Tasks

- I had full responsibility on the editorial line of i-Gaming publications in Italian, Danish, Finnish, Spanish, and Russian.
- I led a team of 18 with daily editorial meetings and more to ensure our content and SEO strategy was delivered as planned.

EDUCATION

Political Sciences

Università degli Studi di Cagliari

2001 – 2006

Lobbying in the European Union Czech Center for Public Policies

2006

SKILLS

Marketing

SEO

Online Gambling

Journalism

Advertising

Copywriting

CRO

Data Analysis

CRM

VOLUNTEER EXPERIENCE

Volunteer Order of Malta

1998 – Present

Tasks/Achievements

- Serve the needy in multiple, recurring initiatives.

HONOR AWARDS

European Poker Journalist of the Year (2014)

European Poker Awards - Global Poker Index

- Nominee

LANGUAGES

English



Italian



French



Spanish



Portuguese



SUPPORTED CAUSES

After so many years in the industry, my cause became to shed a better light on the legal gambling industry and help it being perceived as 'pure entertainment.' To do this, I worked - and still plan on doing it - with international gaming authorities and members of both the EU and the Italian parliament.

INTERESTS

Marketing

Reading

Sports

Journalism

Traveling

Fine Dining