MICHAEL GAYEVSKY

Performance Marketing Manager | Paid Social & User Acquisition

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Performance marketer who scales spend without losing efficiency. Owned The Weather Channel app's $2.5M user acquisition budget, scaled Darrow AI's lead gen to $50K a day, and builds AI agents that turn platform data into daily budget calls.

EXPERIENCE

Paid Media (Contract) — Disney Streaming via Optomi — Aug 2026 – Present

- Oversee pacing and performance on ~$2M a week in Disney+ paid media across 7 international markets.
- Built an automated pacing monitor in Claude Code that scans delivery across every market and flags overspend, underdelivery and tracking breaks before they burn budget.
- Drive fixes with channel and market leads, and support launches, QA and reporting for subscriber acquisition.

Performance Marketing Specialist — Darrow AI — New York, NY · Jan 2026 – Jul 2026

- Owned paid acquisition for mass-tort litigation campaigns across Meta, Google, LinkedIn, TikTok, Pinterest and Reddit, scaling top cases from $10K to $50K+ a day.
- Steered budget by tiered case value, acquiring high-value claimants at ~$2K CPA against ~$10K expected case value, a 5x return target.
- Ran the conversion funnel end to end: WordPress landing pages, Meta and Google conversion tracking, legal compliance review and real-time lead routing into Salesforce.
- Ran always-on creative testing across static and video, scaling winning angles into top-spend cases.
- Built AI agents in Claude Code and MCP that pull Meta, LinkedIn and Salesforce data, flag underperforming campaigns and draft reports, saving 10+ hours a week.

Media Marketing Manager — The Weather Company — New York, NY · May 2024 – May 2025

- Owned The Weather Channel app's ~$2.5M annual user acquisition budget across Google App Campaigns, Apple Search Ads, Meta and programmatic DSPs, sustaining a 4–5x LTV-to-CAC ratio.
- Directed performance agencies Brainlabs and Headlight: set channel strategy and creative testing priorities, ran weekly performance reviews and approved every major budget shift.
- Shifted budget toward channels with stronger Amplitude retention cohorts when CPI and web CPC climbed, growing installs 20% while cutting blended CPI 15%.
- Managed severe-weather campaign pushes with agencies, creative and internal stakeholders, then ran the post-campaign attribution reviews that shaped the next budget and creative plan.

CPG Marketing Analyst — AppCard — New York, NY · Oct 2022 – May 2024

- Analyzed marketing performance for 100+ CPG brands, delivering insights that shaped campaign strategy and drove 20%+ sales growth.
- Built Python analytics tools and reporting workflows that cut manual analysis 40% and surfaced cross-sell opportunities worth 10–15% category revenue growth.

SKILLS

Paid channels: Meta, Google Ads (Search, App Campaigns, YouTube), Apple Search Ads, TikTok, LinkedIn, Reddit, Pinterest, Amazon Ads & DSP, DV360, Yahoo DSP

Measurement & tracking: AppsFlyer, SKAdNetwork, Meta Conversions API, incrementality testing, LTV and CAC modeling, Amplitude, Adobe Analytics, SQL, Python, Excel

AI & automation: Claude Code, MCP, AI agents, Make.com, ChatGPT, Gemini

Growth & product: subscription growth, retention and cohort analysis, A/B and creative testing, funnel optimization, project management, agency management

Tools: Salesforce, Braze, Jira, Monday.com

EDUCATION

BBA, Marketing Management — Baruch College, Zicklin School of Business — 2022