

GIULIA DAVALLI

Technical Account Manager | Customer Success | Solutions Consultant

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PROFILE

Technical customer-facing professional with 10+ years of experience across B2B SaaS, mobile analytics and digital advertising. I help customers implement SDKs and APIs, validate event data, resolve integration issues and adopt products successfully. I connect customer goals with Product, Engineering and Customer Success teams, turning complex findings into clear next steps.

CORE EXPERTISE

Technical Account Management • Customer Success • SaaS onboarding and implementation • iOS/Android SDKs • REST APIs and S2S callbacks • Event schemas and analytics QA • Deep linking and attribution • SQL and technical troubleshooting • Documentation and training • Cross-functional product collaboration

PROFESSIONAL EXPERIENCE

Technical Account Manager and Solutions Consultant | Independent, Berlin | May 2024 - Present

- Support SaaS customer onboarding, product adoption and retention through technical consulting and structured implementation guidance.
- Advise customers and internal teams on API/SDK integrations, event tracking, analytics validation and data quality.
- Translate technical requirements into practical actions for business and engineering stakeholders; conduct solution reviews and user testing.

Technical Key Account Manager | Adjust GmbH (AppLovin), Berlin | Sep 2018 - Dec 2022

- Owned the technical relationship for enterprise mobile measurement customers across onboarding, integration, adoption, incident resolution and ongoing support.
- Guided iOS and Android SDK/API implementations, event tracking, attribution setup, deep links, S2S callbacks and production data flows.
- Investigated data discrepancies and implementation issues using logs, SQL, Postman and Charles; explained root causes and next steps to technical and non-technical stakeholders.
- Supported Google Ads integration configuration and repeatedly resolved attribution discrepancies between ad platform and Adjust reporting.
- Worked with Product, Engineering, Marketing, CRM and Customer Success teams on customer requirements, measurement quality, documentation and training.

EARLIER EXPERIENCE

Senior Performance Marketing Manager | YOC AG, Berlin | Mar 2016 - Aug 2018

- Led analytics-driven performance marketing work across European markets, connecting acquisition goals, campaign measurement and optimization.
- Built the UK performance team and collaborated with Product and Sales on targeting, reporting and commercial priorities.

Accounts Manager, Publishers Performance Marketing | GameGenetics, Berlin | Jul 2014 - Feb 2016

- Managed publisher relationships and digital campaigns across mobile and desktop; used performance data to guide account recommendations.

Account Manager and Performance Marketing Manager | ad2games, Berlin | May 2013 - Aug 2014

- Onboarded gaming publishers and supported international acquisition campaigns, optimization and account growth.

EDUCATION AND CERTIFICATION

MBA, Business Administration and Management, Business Law specialization | Università degli Studi di Padova | 2012

BBA, Business Administration and Management, Fair Trade specialization | Università Ca' Foscari di Venezia | 2009

Certified Digital Product and Project Manager | XDi | 2024

TOOLS AND LANGUAGES

Technical and analytics: SQL, Postman, Charles, cURL, REST APIs, SDKs, S2S/webhooks, event tracking, deep linking, QA and data validation. Platforms: Adjust, AppsFlyer, GA4, Segment, Amplitude, Mixpanel, Salesforce, Figma.

Languages: Italian (native), English (fluent), German (B1 certified; B2 professional course).

RECOGNITION

Contributed to the Adjust team recognized with the 2021 AdExchanger Award for Best Global Accounts Support.