

GIULIA DAVALLI

Technical Account Manager | Technical Customer Success | Solutions Consulting

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PROFILE

Technical customer-facing professional with 10+ years across SaaS, mobile analytics and digital advertising. I guide enterprise SDK/API integrations, troubleshoot data discrepancies and support product adoption through collaboration with Product, Engineering and Customer Success.

PROFESSIONAL EXPERIENCE

Technical Account Manager & Solutions Consultant

Independent, Berlin | May 2024 - Present

- Guide SaaS onboarding, SDK/API integrations, event tracking and analytics validation to support product adoption and data quality.
- Translate technical requirements into practical recommendations; conduct solution reviews and user testing with customer and product teams.

Technical Key Account Manager

Adjust GmbH (AppLovin), Berlin | Sep 2018 - Dec 2022

- Owned enterprise technical relationships across onboarding, integration, adoption and incident resolution for a mobile measurement platform.
- Guided iOS/Android SDKs, REST APIs, attribution, deep links, event tracking and server-to-server callbacks; supported Google Ads integration and reporting reconciliation.
- Investigated integration issues using logs, SQL, Postman and Charles; coordinated fixes, documentation and training with Product, Engineering and Customer Success.

Senior Performance Marketing Manager

YOC AG, Berlin | Mar 2016 - Aug 2018

- Built the UK performance team and led analytics-driven campaigns across European markets, collaborating with Product and Sales on targeting and reporting.

Account Management & Performance Marketing

GameGenetics | Jul 2014 - Feb 2016

ad2games | May 2013 - Aug 2014 | Berlin

- Managed publisher relationships, onboarding and international gaming campaigns across mobile and desktop; used performance data to guide optimization and account growth.

TECHNICAL EXPERTISE & TOOLS

Integrations: REST APIs, iOS/Android SDKs, webhooks, S2S callbacks, event schemas, deep linking, attribution and analytics QA.

Diagnostics & analytics: SQL, Postman, Charles, cURL, Adjust, AppsFlyer, GA4, Segment, Amplitude, Mixpanel and business intelligence (BI).

Platforms & collaboration: Cloud platforms, GitHub, Lovable.dev, Salesforce, Figma and Canva.

EDUCATION & CERTIFICATION

Digital Product and Project Manager certification | XDi | 2024

MBA, Business Administration; Business Law specialization | Padova | 2012

BBA, Business Administration; Fair Trade specialization | Ca' Foscari, Venezia | 2009

LANGUAGES

Italian: native | English: fluent | German: B1 certified; B2 professional course