

DUSAN CUJIC

Head of Paid Acquisition

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LinkedIn https://www.linkedin.com/in/b2b-saas-marketing-and-sales/
Based Belgrade, Serbia (remote, CET)

NUMBERS

$10M+
monthly ad spend managed

$150M+
annual pipeline supported

$40M+
new ARR influenced

43% → 54%
D7 ROI at $10M+ monthly spend

SKILLS

CHANNELS

Google Ads, Bing Ads, Meta, LinkedIn, Reddit, Quora, TikTok, Yelp, Programmatic, AdRoll, ChatGPT Ads

MEASUREMENT

GA4, GTM, Looker, HubSpot, Salesforce, Hyros, Ruler Analytics, CallRail, Hotjar, Crazy Egg

AI & AUTOMATION

Claude Code, Lovable, n8n, Make, Zapier, Clay, Optmyzr, Google Ads scripts

PROFILE

Paid acquisition leader with **10+ years** in B2B SaaS and high-ticket services, running budgets of **$10M+ a month** across Google, Bing, Meta, LinkedIn, Reddit, TikTok and ChatGPT Ads. Directly supported **$150M+** in annual pipeline and influenced **$40M+** in new ARR. At Use AI I raised D7 ROI from **43% to 54%** on $10M+ in monthly spend. I own the whole loop, from channel strategy and creative testing to attribution and the revenue number at the end of it, backed by HubSpot attribution and AI automation.

EXPERIENCE

HEAD OF PPC — Jul 2026 – Present
Use AI

- Lead paid acquisition at **$10M+ in monthly budget** across all paid channels, with Google and Bing as the core.
- Raised **D7 ROI from 43% to 54%**.

HEAD OF PPC — Oct 2025 – Jul 2026
Wing Assistant

- Owned paid acquisition across **Google, Meta, LinkedIn, Bing and ChatGPT Ads** at **$500k+ a month**, accountable from first click to revenue.
- Ran the channel mix as one portfolio, moving budget to what paid back.

HEAD OF PPC — Jan 2024 – Oct 2025
Impactable (Agency)

- Built and led a **global team of senior PPC specialists**: hired, mentored, and owned strategy and delivery for the most important accounts.
- Helped **double agency MRR in under six months** by working with Sales on deal strategy, pricing, renewals and enterprise negotiations, contributing **$1M in new and retained ARR**.
- Ran paid acquisition for enterprise accounts with **seven-figure annual budgets**; handled client calls and escalations directly.
- Rolled out AI tools and automation across optimization, reporting and internal workflows.

HEAD OF PAID MEDIA — Jan 2022 – Dec 2023
Insightful (SaaS)

- Scaled spend from **$10k to $100k a month**, efficiently and profitably.
- Cut spam leads from **~80% to under 10%**; qualification up **45%**.
- Built HubSpot attribution across MQL, PQL, pipeline revenue, ROAS and LTV, putting Marketing and Sales on the same numbers.

HEAD OF PAID MEDIA — Feb 2020 – Jan 2022
Startinfinity (B2B SaaS)

- Owned paid acquisition through the move from lifetime deals to subscriptions, holding **3.0+ ROAS**.
- Scaled Meta, LinkedIn, Google and Bing to **$200k+ a month**.

PPC LEAD — Dec 2019 – Nov 2020
Debutify (SaaS)

- Managed **$1M+ annual spend** at 2.5+ ROAS; cut acquisition costs **20%**.

EARLIER

Paid Media Manager, Exponential Buzz (Agency), 2018–2020 · **Digital Marketing Specialist**, Global Webmasters, 2016–2018 · **Campaign Manager**, Yourbow, 2016 · **Sales Representative**, Asseco SEE, 2013–2014.

NOTABLE BRANDS

Managed $1M+ a month in paid media for **Adidas**, **The New York Times** and **Hairclub**.