ANDREA REDI

E-BUSINESS MANAGER

EU CITIZEN (ITALY)

PERSONAL PROFILE

Results driven E-Business Manager with extensive experience in developing data-driven insights and strategies for B2B and B2C clients. Expertise in omnichannel marketing, market analysis, and consumer behavior insights. Proven track record of driving growth through effective shopper insights and market strategies, with a focus on maximizing ROI and fostering long-term client relationships. Experienced in leading cross-functional teams and mentoring staff to achieve high performance

LANGUAGES

- Italian (Mothertongue)
- English
- Spanish

CERTIFICATIONS & SKILLS

GOOGLE & HUBSPOT
- Google Standard Certification
- Google Analytics: private partner exam
- Google Optimize: private partner exam
- Google Survey: private partner exam
- Hubspot: GDD and Inbound Marketing

PEOPLE
- Team Leader Academy
- Ethics & Data Protection
- Customer Care
- Purchasing & Sales Strategies
- Customer Psychology

PUBLIC PRESENTATION / EVENTS RELATOR
- NETCOMM 2024: Marketing Automation & AI for ecommerce: how to maximize performance and successful practical cases (forum: 300)
- E-COMMERCE STRATEGIES '22-'23-'24: WMR Town Hall - Marketing Automation and Data Trends/Updates

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PROFESSIONAL EXPERIENCE

E-Business Manager (Jan 2024 -current)
Digital Marketing Strategist (Feb 2022-Jan 2024)
Data Intelligence Specialist (Nov 2020-Feb 2022)
Digital Marketing Specialist (Jan 2020-Nov 2020)

Studio Cappello (Performance Marketing Agency) @ WMR Group - Padua, Italy

- Leveraged market and shopper insights to develop and design omnichannel strategies, driving growth in client engagement and conversion rates for a multimarket portfolio of SMBs and enterprise clients.
- Utilized a consultative approach to recommend MarTech solutions (e.g., HubSpot, Salesforce, SALESmanago, MAPP) and integrated AI-driven insights to address the specific business objectives and pain points.
- Built and maintained strong client relationships to foster continuous growth, using qualitative/quantitative category data analysis to demonstrate value and secure long-term investments (achieved a 5300% portfolio growth from 2020 to 2024).
- Collaborated cross-functionally with senior stakeholders in sales and category management to translate insights into actionable strategies, enhancing business performance and driving value.
- Led a marketing automation team (headcount: 4), optimizing operations, research and development, and ensuring effective execution of marketing strategies

Lecturer - Masters Degree in Digital Marketing
Università di Padua - Padua, Italy (Jan 2021 - Dec 2021)
- Module name: Digital Media Marketing
- Dissertation supervisor for 3/30 students

Sr. Global Digital Marketing Solution (Facebook)
Accenture - Dublin, Ireland (2019 - 2020)
- Developed data-driven marketing plans that solidified client relationships, setting the foundation for increased investments and long-term partnerships.
- Build digital strategies across paid, owned, and earned channels partnering with both internal teams and agency partners to drive awareness and consideration into the final conversion of products, apps and services for SMBs & Enterprise businesses within the Italian & UK/Ireland Markets.

Digital Marketing Specialist
Match Strategies - Lugano, Switzerland (Remote, 2019)
- Manage digital agency relationships, day-to-day production, as well as campaign budgets and schedules.
- Plan, develop and execute national digital programmes and campaigns, including online advertising, web site strategy and design, social media, mobile, and deliverables.

Sales Executive
Vela S.P.A. - Venice, Italy (2014-2018)
- Leveraged customer and market insights to create personalized transformational experiences in the B2C/B2B context, ensuring alignment with overall business strategies and KPIs.

EDUCATION

DUBLIN BUSINESS SCHOOL   DUBLIN,IRELAND
MSc - Master's degree in Digital Marketing, 2018-2019
Dissertation title: Qualitative Research of the Italian Gamers´ Purchasing Behaviour in Twitch.tv
Graduated with Honours

UNIVERSITÀ CA' FOSCARI *(Part-Time Student)*
                                             VENICE, ITALY
Bachelors degree in Economics and Business, 2011-2017
Dissertation title: The Sharing economy: The Sustainability of the socio-cultural elements that have contributed to the significant growth of digital societies.

INTERESTS

PETS   GAMING   TRAVELLING   VOLLEYBALL   COOKING