

ALESSANDRO DI FABIO

Strategic Marketing with focus on Data Analysis

Graduated from the University of Macerata In Tourism and Cultural Heritage with a Master from Sole24Ore in Marketing and Management of Territory, specialized in Data Analysis and with my mixed background contributing to TNGO in Data Analysis and Marketing.

EXPERIENCES

The New Global Order (Think Tank of International relations European, to remote) — Data Analyst & Marketing

GIUN 2020 – current

I analyze the **insights** of the site and social networks through **Excel** and **Python**, I manage the pages of the site (Wordpress) and optimize them in the SEO field. We organize via Slack and Trello software. I do this job in Pro bono.

European Career Evolution (Recruiting and Training Company in Ireland, Bandon) — Data Analyst

MAR 2019 - JUN 2019

Analysis, cleaning and visualization of data extracted through Google, **Web Scraping**, open source tools, provided by B2B and by the company server through **SQL**. I analyzed the data with **Python** completed the work with the explanation and visualization via analytical dashboard in **Tableau** analyzed with the company manager.

Trydoo (Tourism Company of Web Marketing in IT, Milano) —SEM, Search Engine Marketing & Web Marketing

OCT 2017 - SEPT 2018

I was responsible to manage **SEM** campaigns (PPC Pay Per Click) customer, we had 5/10 from customers to manage, the campaign agreed amount, duration and objectives (Impression, Lead Conversion, sales) via **fb ads**, **seo** and **sem**, newsletter, loading offers on the site and dedicated landing pages, we created customer campaigns. The monitoring and correction of the performance of the marketing campaigns was carried out through Google Analytics, the reporting provided by the back-end site and the Facebook insights. The monthly report for customers was processed with **Excel** by analyzing the data and obtaining the expected KPIs.

Internal, corporate side: SEO, use of Google Tag Manager to create events to be tracked, marketing plan to improve company positioning, competition analysis and market trends.

Alpitour (Tour operator in IT, Milano) — Commercial Selling & Web Marketing

MAY 2017 - OCT 2017

I was in the marketing and sales department of Francorosso and Viaggidea products, I reported daily product price volatility to customers via email marketing with Teradata software and **PowerPoint**.

In PP I created product presentations to show to customers and with Teradata I proceeded to send PP presentations to one or more pre-selected lists of B2B customers.

The monitoring was done through the Teradata backend which offered an overview of the situation. To try to get better results, I analyzed and cleaned with **Excel** the **KPIs** (CTR, bounce, open rate) of B2B customers to understand who had the best performance by creating a ranking analysis with scores for each customer, helping to define future collaboration strategies .



29/04/1993 Ancona

+39 3924588449

ale.difabio93@libero.it

<https://www.linkedin.com/in/alessandro-di-fabio/>

Skill

Data Analyst
Database Analysis
Digital Marketing

Tool

Python
SQL
Excel
PowerBI, Tableau
HTML/CSS
Microsoft Office Package
Google Analytics
Adobe Analytics
SEO/SEM

Web

Portfolio

<https://aledifa.github.io/>

Some Charts in Tableau Hosting:

<https://public.tableau.com/profile/ale3838#!/>

Languages

English B2
Italian Native
Spanish A2

INSTRUCTION

Data Analyst Certificate — *Seac Cefor Trento*

NOV 2018 – FEB 2019

Master in Marketing and Management for Tourism Territory — *Sole24Ore Milano*

OTT 2016 – APR 2017

Degree in Tourism and Cultural Heritage — *University of Macerata*

SET 2013 – APR 2016

Something more

I have the certifications in SQL, Python, Machine Learning, G. Analytics, SEO, Project Management, Linux Essentials.

In addition to the work experiences listed above, I believe I am a positive person who always sets new goals to achieve. Over the years my curiosity and my interests led me first to approach the world of traditional marketing, consisting of excel and analytics with a classic concept of analysis, and then deepen the customer's purchasing process. From here I then continued my educational path and, in 2017, I started studying computer science and statistics applied to data as a self-taught. I cultivated this new passion of mine by enrolling, in 2018, for a training course in Trento at the Seac Cefor.

Later I left for Ireland where I got a job at European Career Evolution, an Italian company that operates in the recruitment and training sector, a work experience that gave me the opportunity to work with data to find business strategies aimed at improving the corporate image.

My cross-training allows me to understand the technical language, that of programmers and data analysts, while having a sensitivity to grasp possible marketing strategies. An aspect of the latter that I believe can represent an added value to my professional profile.

Another characteristic that distinguishes my personality is being reflective which leads me to consider all the factors at stake before making a decision, a side that however does not prevent me from making choices.

I am interested in music, motorcycles and cars. I like to keep up to date on what is happening in Italy and in the world and for this reason I read the national newspapers. I am available to move for work.

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- I authorize the processing of personal data contained in my curriculum vitae based on art. 13 of Legislative Decree 196/2003 and art. 13 GDPR 679/16.
- I authorize the processing of my personal data pursuant to Legislative Decree 196 of 30 June 2003 and to art. 13 GDPR (EU Regulation 2016/679) for the purposes of personnel research and selection.