Andrea Giammona

Marketing Specialist with solid experience in managing e-commerce and a deep knowledge of Meta Ads. Working in international environments.

SKILLS & TOOLS

Adv Platforms:
Meta Ads, Google Ads

Analytics & SEO:
Google Analytics
SemRush

E-commerce:
Shopify,
WooCommerce,
WordPress

Email Marketing:
MailChimp, Klaviyo

CRM:
HubSpot, Excel

Design:
Canva, Elementor

General Skills:
Excel, ChatGPT

LANGUAGES

Italian: Native
Spanish: C1
English: B2

CONTACTS

andreagi.giammona@gmail.com

+ 39 3277806060

linkedin.com/in/andreagiammona

PROFESSIONAL EXPERIENCE

E-commerce Manager & Ads Specialist
Loscrignoimport.com, Palermo, IT (March 2021 – November 2021)
- Managed e-commerce operations, including product listings, inventory, and customer service.
- Designed and executed advertising campaigns on Meta Ads.
- Monitored performance metrics to optimize campaign efficiency.

E-commerce Manager
Ibericolivery.it, IT (October 2021 – October 2022)
- Oversaw platform maintenance and implemented SEO strategies to increase traffic.
- Coordinated product sourcing and logistics to improve operational efficiency.

Head Bartender
Intercontinental Hayman Island, AU (March 2023 - Nov. 2024)
Cali Beach Club, Gold Coast, AU (October 2023 - March 2024)
HardRock Cafe, Mallora, ESP (June 2018 - Nov 2019)

IT Specialist
ASP , Palermo, IT (May 2021 – July 2023)
- Provided technical support for IT systems, ensuring seamless operations.
- Supported data management processes.

Internship - CRM Assistant
Mammarancia, IT (December 2020 – February 2021)
- Assisted in managing CRM campaigns and client segmentation.
- Analyzed customer data to identify key trends and actionable insights.

EDUCATION

Degree - Communication Sciences for Media
University of Palermo, IT (2017 – 2021)

Erasmus - Advertising & Public Relations
University of Sevilla, ESP (February 2021 - July 2021)

Course - Facebook Advanced
Disrupter School, (2024 - Present)

Course - Marketing Fundamentals
Wharton University (Coursera), (2022)

Diploma - Computer Expert
ITC Ettore Majorana, Palermo, IT (2009 – 2015)