



ENZO FALIVELLI

GROWTH TECHNICAL ANALYST

CONTACT



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/enzo-falivelli

EDUCATION

Bachelor of Marketing, UADE
(In progress)

Personal and Professional
Computer Technician, San
Judas Tadeo Technical
Institute (2014-2020)

SKILLS

- Conversion Rate Optimization (CRO).
- Dashboard creation in google data studio.
- Tracking events.
- Design & launch of landings pages.
- Benchmarks.
- IT domain management.
- Workflow design for email marketing & push notifications.
- Optimization of advertising campaigns on Facebook Ads.
- Setup of payment gateways.

SOFTWARES

- Google Analytics.
- Google Tag Manager.
- Google Data Studio.
- Facebook Business Manager.
- Hotjar.
- Unbounce.
- Wordpress.
- Klaviyo.
- Active Campaign.
- Elementor.
- Figma.
- Mixpanel.

WORK EXPERIENCES

THINKLAB, GROWTH TECHNICAL ANALYST

2021 - PRESENT

Gangart Games, CO-OWNER of mobile casual game "Only Road" available on Play Store

2020 - PRESENT

- +1k Descargas, disponible en Play Store.

Home computer technical support

2018 - 2020