



Adriano Martinelli

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A versatile professional eager to take on functional roles in marketing, e-commerce, business development or account management, aiming to combine technical expertise with relational and strategic capabilities, contributing to successful projects and valuable relationships.

KEY COMPETENCIES

Market Analysis
Marketing Automation
Project Management

Reporting
Negotiations
Business development

Team leadership
Communication
Problem Solving

LANGUAGE AND MAIN HARD SKILLS

Italian (Mother tongue)
English (Advanced) - IELTS 7.5/9
Spanish (Intermediate) - DELE B2

Microsoft Office
Adobe Experience Platform
AJO Business Practitioner
Professional

Magento2
Klaviyo
Confluence



PROFESSIONAL EXPERIENCE

Deloitte Touche Tohmatsu (Full Remote position)

Jun 2023 - Present

Consultant - Deloitte Digital - MarTech (Adobe)

Nov 2022 - May 2023

Analyst - Deloitte Digital - MarTech (Adobe)

Collaboration with international clients in healthcare, defense, and air transport sectors, managing data models and configuring sources, profiles, and audiences to optimize marketing automation campaigns (email, SMS, push). Analyzed customer journeys and created personalized content. A deep understanding of client needs was crucial, achieved through requirements mapping and strategic support to develop tailored solutions.

Accomplishments:

- Optimization of CDP configurations, enhancing data collection and management efficiency.
- Improved personalization of communications.
- Key KPIs improved: Open Rate, CTR, CTOR, Daily Volume.

SSC Bari

Jan 2025 - Present

Scout - Youth Sector

Video and field observation of matches across the entire national territory for the U15, U16, U17, U18 categories, Primavera Championships, Promozione, Eccellenza, and Serie D. Mapping of all players from Puglia outside the region to make the recruitment process more efficient. Analysis and reporting of the evaluation sheets for each profile.

EMOD Sport Protection Agency

Oct 2023 - Jan 2025

Scout

Video and field observation of matches across the national and international territory. Analysis and reporting of the evaluation sheets for each profile. First contact with athletes for potential acquisition and recruiting.

Football Club Pro Vercelli 1892

Sep 2023 - Jun 2024

Scout - First Team

Video and field observation of matches for Serie D - H championships and foreign leagues. Mapping of all observed players with analysis and reporting of the evaluation sheets for each profile. Automation of the data-entry process. Development of strategic partnerships with local youth sectors to enhance the youth recruitment activity. IT tools used: WyScout, KamaSport, Transfermarkt.

misterbonny.it**e-Commerce Manager****Oct 2020 - Jun 2021**

Managed an operational team of 4 people and a catalog of 15,000 products on Magento2 connected to PIM Akeneo, conducting market and competitor analysis. Supervised social media and Google campaigns with an external agency, optimized email marketing through Klaviyo, and enhanced user experience using CRO and UX analysis. Collaborated with the IT team for website maintenance and optimization.

Accomplishments:

- Optimized and streamlined the management of a large product catalog.
- Executed and refined marketing automation campaigns to enhance effectiveness.
- Increased customer satisfaction through strategic analysis and improvements (e.g., Surveys).
- Enhanced UX and website performance with targeted quality assurance and optimization initiatives (Hotjar).

Miele & Cie. KG**Junior Product Manager****Jun 2019 - Oct 2019**

Managed accessories, handling product sheets, SKUs, and EANs for approximately 1,200 references. Conducted market and sell-in/sell-out analyses, supported the planning of new product launches, and oversaw cross-selling activities.

Accomplishments:

- Restructuring of the accessories catalog with the elimination of discontinued products.
- Restructuring of the sales performance reporting for sell-in and sell-out channels.

AC Trento SCSD**Junior Social Media Manager****Feb 2018 - Jun 2018**

Managed the company website and social media channels. Collaborated on editing the company magazine, including managing advertising and promotional editorial content.

Accomplishments:

- Optimized social media presence through an increase in the overall fan base and a significant rise in engagement rate through greater user involvement.
- Contributed to the creation and editing of engaging content for the company magazine.
- Developed advertising and promotional articles for the magazine.

EDUCATION

Master in Sport Business Management

Sole24Ore Business School, Milan (MI)

Dec 2021 - Jun 2022

Master's Degree in Business Management

University of Trento, Trento (TN)

Oct 2016 - Oct 2018

Bachelor's Degree in Economics

University of Bari, Bari (BA)

Sep 2012 - Mar 2016

Erasmus+ Program

Universidad Autónoma de Madrid

Sep 2014 - Jun 2015

EXTRA-CURRICULAR ACTIVITIES

PM Fundamentals and Change Management Class

Internal course in Deloitte - May 2024

Marketing and Digital Communication Class

Forma.temp - Jul 2020

Volunteer and Student

Kaplan International English - Nov 2018 - Feb 2019

Football Referee

A.I.A. - Sep 2013 - Jun 2014