



ANDREA GENOVA

SENIOR CONSULTANT - CLIENT STRATEGY - JAKALA SPA

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HI !

My name is Andrea Genova, born in Italy and I love to plan, think strategically, create clear, effective and simple visual solutions. In my work experience, I've always tried to get as much as I could. My strengths are branding, seeking winning growth strategies for the company, graphic design, video and photo editing. I like to work in a dynamic and enthusiastic team and analyze carefully the results and perform better the next time.

EDUCATION

2015

DIPLOMA IN INSTITUTE OF
TECHNICAL ECONOMICS -
AGOSTINO BASSI



2018

BACHELOR'S DEGREE IN
PUBLIC RELATIONS AND
BUSINESS
COMMUNICATION

SOFTWARE KNOWLEDGE

MICROSOFT (**WORD**, **EXCEL**), **POWER BI DASHBOARDS**
AMAZON WEB SERVICES (SQL LANGUAGE - QUERY)
SALESFORCE CRM
JIRA ATlassian
WORDPRESS (HTML)

LANGUAGES KNOWLEDGE

ENGLISH

Advanced
Professional Level
C1

FRENCH

Basic Level
B2

CERTIFICATIONS



SOCIAL MEDIA
MARKETING
CERTIFICATION -
UDEMY



MANAGEMENT
SKILLS TRAINING FOR
NEW & EXPERIENCED
MANAGERS
UDEMY



CERTIFICAZIONE
GOOGLE ADS
SULLA RETE DI
RICERCA

EXPERIENCES

may 2025
ON GOING

SENIOR CONSULTANT - CLIENT STRATEGY

JAKALA SPA • BENEFIT COMPANY

Senior Client Strategy for Volkswagen Italy (Commercial Vehicles), Volkswagen, Ducati and Škoda, current value of these clients within the Business Unit: €3 million.

Operational and consulting management of projects, with direct coordination of activities and stakeholder relationships.

Data Analysis - AWS & SQL

Daily use of AWS and SQL for data extraction and analysis to support marketing and CRM activities.

Business Development - Cross and Up Selling

Preparation of commercial proposals focused on cross-sell and up-sell strategies, leveraging Jakala's proprietary solutions to meet BU objectives.

Reporting and Lead Management Funnel

Ongoing creation of reports and summary documents on campaign performance and lead management funnels across managed brands.

sep 2021
apr 2025

CUSTOMER SUCCESS MANAGER

MOTORK • SaaS COMPANY

I manage a customer portfolio of 60 customers, €1 million worth of products purchased over the years and I have an overall NRR, since I have been at Motork, of 120%.

I used to drive customers to success by applying Motork solutions - SaaS products (website, CRM, etc.), digital marketing solutions and training (lead process optimization). Support our customers to define their digital strategy during the customer journey.

Focus on cross-selling and upselling activities.

I do reports to analyze customers performances and to better understand major improvements.

Focus on increase retention and reduce churn by the clients

dec 2020
may 2021

JUNIOR DIGITAL MANAGER - MARKETING ASSISTANT

OVERDRIVE • MULTIBRAND DEALER

I plan, coordinate and monitor all online marketing strategies. I develop and plan marketing campaigns by defining marketing strategies (SEO, ANALYTICS). I manage and implement the company website day by day. I define and implement direct commercial communication strategies (SMS, Landing Page, DEM). I collaborate with the BDC team of 4 lead management resources. Head of Funnel Marketing at Lead Generation.

nov 2018
may 2019

JUNIOR ACCOUNT

MY PR • In this communication agency I have carried out activities of press office: reports, mailing, recall and shipment management. I was able to relate daily with journalists of tech and lifestyle newspapers and continuously with the Marketing Managers of different companies such as Asus, Google, Neato, Polti, Alcatel.

jun 2019
sep 2020

JUNIOR MARKETING MANAGER

STEF ITALIA • MULTINATIONAL FRENCH LOGISTICS

Support for content creation and blog management on the company website. I managed the lead generation through the company website and Salesforce tool, did market analysis for the sales department. I was in charge of the launch of the new client portal.