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# Andrea Triunfo

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## Digital Analyst & Consultant

Experienced digital consultant and writer with 4+ years in sports journalism, marketing, and digital consulting. Successfully managed the InfluenceScope solution at Nielsen Sports since its launch in 2021 on the market with several successful projects with major companies such as Sony, Fc Inter, Mondelez, Lululemon, Woolrich and many others.

## WORK EXPERIENCE

### Nielsen Sports • Jun 2021 - Present

#### Digital Consultant • Milan

- Collaborated with departments to coordinate marketing strategies, contributing to a 30% increase in profitability in less than a year
- Assisted clients in campaign valuations and influencer selections for several purposes.
- Created and managed dashboards and presentations delivered to clients with customizable visualization options.

### Lapennadelweb • Feb 2020 - Dec 2020

#### News Editor • Remote

- Selected and created news articles and videos for Italia Online and other media platforms
- Focused on Sports, Culture, Travels, Economy and other categories.

### Pop Economy TV • Sep 2019 - Feb 2020

#### Journalist • Milan

- Reported news and created videos on a daily basis with advanced editing tools.
- On field reporting in several Italian cities such as Rome, Milan, Rimini and Verona.

### Boston Neighborhood Network • Mar 2019 - May 2019

#### Marketing Assistant • Boston, MA

- Supported the Senior Marketing Manager in daily and weekly tasks.
- Assisted in commercial and sales activities, scheduling, and customer support.

### Infobetting.com • Aug 2016 - Aug 2018

#### Writer • Remote

- Wrote articles related to the sports betting world, especially north american sports related.
- Edited and checked articles for a better SEO optimization through Wordpress.

## EDUCATION

### MA in Digital Marketing & Communications

RCS Academy • Milan • Oct 2020 - Sep 2021

## **MA in Journalism**

Napier University • Edinburgh • Sep 2018 - Sep 2019

## **Bachelor in Media & Communications**

Università Cattolica del Sacro Cuore • Milan • Sep 2015 - Apr 2018

## **CERTIFICATIONS**

**IELTS** • Jun 2018 - Jun 2020

British Council

## **SKILLS**

- Ability to Multitask
- Adaptability
- AI Prompt Engineering
- Communication
- Communication Skills
- Computer Skills
- Consulting
- Dashboard
- Data Analysis
- Digital Marketing
- English
- General AI Concepts
- Influencer Marketing
- Italian
- Journalism
- Microsoft Office
- SEO
- Social Media
- Time Management
- Versatility
- Video Editing