ETTORE PONZIO

CONTATTI

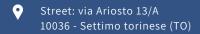📍 Street: via Ariosto 13/A
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RIASSUNTO DELLE COMPETENZE

Project management (Advanced)

Growth Hacking (Advanced)

Digital marketing (Advanced)

Data science (Intermediate)

Data analysis (Intermediate)

Machine Learning (Intermediate)

Generative AI (Intermediate)

Software development (Base)

IT Automation (Base)

Python (Intermediate)

Bash (Base)

Database administration (Base)

Cloud administration (Base)

Git (Base)

Kubernetes (Base)

LangChain (Base)

Prompt Engineering (Intermediate)

Apache Spark (Base)

Apache Airflow (Base)

PostgreSQL (Base)

SQL (Intermediate)

DevOps (Base)

Microsoft Excel (Advanced)

Power BI (Intermediate)

Django (Intermediate)

PANORAMICA

I am a dynamic professional with experience in business development, marketing, data analysis, and the strategic use of new technologies. I am currently expanding my technical skills in software development through continuous training with Google, IBM, and Meta. I am especially interested in becoming an expert in integrating generative AI applications and machine learning models into business processes and B2C solutions.

WORKING EXPERIENCES

Retail Partnership Manager
WeGlad | October 2022 - October 2024

- I led business development efforts by creating a scalable pipeline for market exploration and driving sales growth. Using Python for web scraping, I collected and processed data from LinkedIn Sales Navigator, enabling effective lead generation and sales outreach. I monitored sales channels, identified key contacts, and scheduled meetings through various platforms. Additionally, I analyzed key performance indicators (KPIs) and applied the DMAIC approach to optimize lead generation and sales strategies, ensuring continuous improvement in performance and results.

Grocery Corner Store Entrepreneur | E-commerce & Business Development
Alimentari Carmen | March 2013 - current

- I have gained significant experience in direct customer interaction, using their insights to refine and improve marketing strategies. I am actively involved in building the technical infrastructure for an e-commerce site and developing comprehensive digital and in-store marketing strategies, with the goal of increasing sales and improving profit margins. In addition to these efforts, I am collecting and analyzing data to build machine learning models that support data-driven decision-making, helping me better achieve my business goals. Currently, I am reworking the business model to optimize growth and scalability in a competitive market.

LINGUE

English C1

Italian (native)

Demand Planner
Mediaworld | November 2020 - Fabruary 2021

- I managed demand planning for the small appliances category, working with Procurement, Supply Chain, and Marketing teams to optimize inventory levels across 200 stores. I used Microsoft Excel for data analysis and forecasting, coordinated cross-functional communication, and monitored promotions to refine strategies.

Financial analyst
Icouna | June 2109 -August 2019

- In developing a mobile gaming app, I handled financial planning for venture capital due diligence, monitored digital KPIs to assess and improve performance, and worked with international teams to ensure the project's success. I used Microsoft Excel for data analysis and financial reporting.

EDUCATION

Università degli Studi di Parma(Italy)
Master's Degree Retail and Brand management | 2019 - 2021

Marketing e Statistics

Università degli studi di Torino(Italy)
Bachelor's Degree in Business administration| 2015 - 2019

Specialization in Start-ups and Innovation