

Andrea Lucano | Freelance

Marketing Automation Super User | Data Engineer | Cloud



Company Name	Lucano's and Co di Lucano Andrea
VAT Number	IT13619460960
Address	via Benedetto Croce 1, 20090 Trezzano sul Naviglio (MI) Italy
Phone number	+393331968522
Email	andrea@lucanos.it
Nationality	Italian
LinkedIn	Here
Website	www.lucanos.it

Work Experience

July 2024 - Current

Adobe Professional Service – Adobe Campaign

[Adobe](#)

Contractor member of the Adobe Professional Services, cooperating with the company in support of clients on Adobe Campaign Classic & Standard.

May 2024 - Current

Global Data and Campaign Automation Operations Specialist

[Amplifon S.p.A.](#), Milano

Responsible of the Global AOM – Application Operation and Maintenance for all the company's data infrastructure on a global level.

Point of reference of all the incidents and issues on the systems including reporting and campaign management.

Supervising 2 teams of vendors.

May 2022 – April 2024

Marketing Automation Senior Specialist

[Globant](#), Milano

Cooperating with companies in Energy, Insurance and Tobacco industries.

As platforms' superuser, I'm enabling the adoption of multiple Marketing Automation tools such as:

- HCL Unica (Campaign, Deliver, Interact)
- Adobe Campaign Standard & Classic
- Treasure Data CDP

In most scenarios, I'll be following the End to End process from definition of SoW to technical integration and execution.

Managing databases. Making use of SQL, HTML, and Python coding.

Exploring the benefits of the latest AI technologies.

On Italian luxury automotive company generated the most value from data, with website conversion rate optimization (CRO) as the objective.

Main responsibilities:

- UX/UI management and A/B Testing leveraging Oracle Maxymiser
- Opportunities discovery, data analysis and reporting leveraging Google Analytics, Google Data Studio/Looker

Also followed the sale phase of many MarTech projects on multiple platforms, focusing on:

- Customer Data Platform: Treasure Data, SAS Gigya, Adobe Real Time CDP
- Campaign Automation: Adobe Campaign Classic/Standard/Journey Optimizer, Oracle Eloqua, HCL Unica
- Data Analytics: Adobe Analytics, Google Analytics

August 2021 – May 2022

Digital Marketing Senior Analyst

[Accenture spa](#), Milano

Accenture Interactive practice

Cooperated with a multinational tobacco company on SCRUM and Waterfall approached projects led to implement on a global level for multiple markets a complete multi-platform Marketing Automation solution both on B2C & B2B segments.

Overseeing a team of 3, focused on Treasure Data CDP, **Adobe Campaign** Standard & Adobe Target platforms.

Main responsibilities:

- Data architecture, quality, deduplication, segmentation and Fit/Gap analysis
- Gathering, assessment and management of business and technical requirements from both IT and Marketing, Local and Global stakeholders.

- SQL db analysis, extractions, troubleshooting
- Integration study, feasibility evaluation & smoke test definition
- Platform Training

March 2019 – July 2021

Campaign Management Consultant

[Softlab spa](#), Milano

Cooperated with a multinational healthcare company as responsible of technical Campaign Management for US and multiple EMEA CRM divisions with a B2C focus, overseeing a team of 2.

Main responsibilities:

- Target Profiling and Segmentation
- Customer Base Data Analysis
- Data Quality
- Daily Design and Configuration of cross-channel, autonomous marketing campaigns on **Adobe Campaign** platform
- HTML design refinement, Javascript automation configurations
- Customized and automatized Reporting build
- Directly responsible of relationship with clients and stakeholders, onsite and offsite from both IT and Marketing, Local and Global departments.
- Incidents and Improvements management
- Platform Training Lead

Education

October 2015 – July 2019

Bachelor's degree – Management Engineering

Politecnico di Milano, Italy

I gained the title of Dottore in Ingegneria Gestionale Industrial Engineering (L-9)

Courses & Certificates

April 2022

Certified SAFe® 5 Scrum Master

Scaled Agile, Inc.

October 2021 – February 2022

HSK1 汉语 Chinese Course

Istituto Confucio, Università degli studi di Milano, Italy

November 2021

Adobe Certified Expert – Adobe Campaign Classic Business
Practitioner
Adobe

September 2020

TOEIC
Eas Milan
Listening and Reading 950/990; Speaking and Writing 330/400

Skills

From my experience I learnt how to work in team and lead one, deep dive to find solutions to complex problems, manage customer needs and expectations, reaching the following confidence on different topics and tools:

- Proficient in **Adobe Campaign**
- Effective on the Adobe Marketing Cloud, Experience Platform, Oracle Maxymiser, HCL Unica, Treasure Data CDP, Adobe Target, Google Analytics, Power BI, Oracle DWH, Google Big Query, Salesforce Marketing Cloud, Oracle DataBase, PostgreSQL
- Manage any campaign, data visualization, analytics, CMS tools
- Management of Cloud environments: Google, Azure, Aws and on premise Linux and Windows, DevOps, GitHub
- Manage coding in SQL, C++, Javascript, HTML, CSS
- Web Development, DNS, Email Deliverability
- Network Management
- Manage Project Management tools like Adobe Workfront, Jira, Confluence, Service Now
- Familiarity with industrial tools like Solidworks, Plant Simulation

Languages

Mother tongue Italian, proficient in English. With a medium knowledge of French and basics of German and Mandarin Chinese.

Interests

I'm a motorcyclist traveler, cinephile who's also keen to hike in the mountains and enjoy the meals shelters offer. I like to say I'm also into Gym and nutrition.

In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.

