

# LUIGI RUSSO

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Online Analytics Leader with 10 years of experience in Digital Marketing, Data and Analytics. Expert in driving projects across Digital Marketing, Customer Experience, and Online Analytics, leveraging a data-driven mindset and agile methodologies. Focused on team development and skill enhancement.

## WORK HISTORY

### Data Collection Lead



Nov 2024 – Present

- Manage a team of 5 (external FTEs) to implement agile GTM tracking solutions, resolving 20+ tracking issues and ensuring accurate data for business insights.
- Optimize the OneTrust consent management system, achieving full compliance with Swiss regulations while maintaining a seamless user experience.
- Restructure the data collection team, onboarding 3 new FTEs (internal and externals) and improving workflows to deliver clean data and actionable dashboards.
- Collaborate with data engineering and digital sales teams, enabling BigQuery integrations and driving data reliability for real-time decision-making.

### Senior Measurement Partner



Aug 2023 – Oct 2024

- Directed 20+ Brand Lift and Brandformance (Full Funnel) studies.
- Assisted 10+ major METAP clients with the quantification and analysis of their TikTok ads outcomes, building comprehensive Meta studies to demonstrate their effectiveness.
- Managed a team of data scientists to deliver the 5V Creative Analysis in METAP, defining the best mix of creatives to achieve success.
- Enabled the sales team in ZA to use measurement to prove the effectiveness of TikTok.

### Senior Manager Online Analytics – Loyalty and Retail



Feb 2021 – Jul 2023

- Managed the launch of the new loyalty program of the group, **AURA**, that from 0 reached 7M+ users in the MENA region, from an online data perspective:
  - Liaised with the Loyalty team to define 50+ targeting and segmentation use cases.
  - Created analytics requirements with 60+ data points and events to be tracked and managed their implementation and testing by external developers.
  - Directed the development of 28+ Algonomy and PowerBI dashboards.
  - Acted as analytics SPOC, reporting monthly to C-Level digital performances.
- Revamped the campaign reporting structure, assembling a team of media and data science experts, and delivering, with agile methodologies, new dashboards powered by 50+ Funnel.io connectors.
- Directly responsible for a team of 4 analytics specialists, overseeing team development.

*"I appreciate your dedication [...]. You are very passionate, willing to support, always there for us."*

**Joanna Witsch**



Head of Loyalty Product & Proposition – Alshaya Group

### Digital Analytics Manager – Senior Consultant

Jul 2018 – Jan 2021

- Enhanced Tealium IQ setup, which led to a 5% increase in the website CR.
- Monitored the online analytics of 21 markets, advising on Adobe implementations (Analytics, Target and Audience Manager), sharing use cases, documentation and best practices.
- Directed the Adobe and Tealium SDKs integration in Vodafone UK and IT apps, customizing the standard Group Universal Data Layer requirements (100+ variables).
- Introduced OneTrust consent manager to comply with the latest GDPR and offered solutions to categorize the 200+ cookies present on the Vodafone UK website.
- Architected the implementation of 20+ Medallia NPS surveys, their management and their customization, being a bridge between the CX and the Analytics teams.
- Guided mixed teams of various sizes (max 10 FTEs) of analysts and analytics engineers

*"Luigi was a great asset to my team. He is a digital analytics pro and architected the best-in-class analytics implementation at Vodafone UK. All the best for future endeavours."*

**Amit Kanakrai**



Analytics Implementation Team Leader - Vodafone UK

### Web Analyst – JS Developer, BI Area

Dec 2016 – Jul 2018



- Implemented analytics and marketing pixels on the 8 brands of the group, across 27 markets.
- Developed JS utilities that, using GTM and GA APIs, cut 50% of development time.
- Performed advanced analysis using BigQuery and built alerting frameworks in R
- Represented the main technical expert of the Web Analytics team (4 FTEs)
- Compared 4 data governance tools and helped define a contract with ObservePoint.

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## ACADEMICAL EXPERIENCE



London, UK



Milan, Italy

Organized and taught 10+ courses on C language, Excel, Data and Programming for web and mobile, with classes of a maximum size of 200 students, in various occasions from 2016 to 2019, both for private institutions (The Knowledge Academy) and public ones (DEIB – Politecnico di Milano)

## CERTIFICATIONS



Tealium iQ  
Technical



Tealium iQ  
Advanced



Tealium iQ  
Basic



AudienceStream  
Basic



Advanced Google  
Analytics



Oracle CX  
Responsys Explorer

## PROFESSIONAL EDUCATION



UDACITY  
Online

### Data Product Manager Nanodegree

- 20+ courses and 4 projects on pitching new products, analyzing data (via Tableau, PostgreSQL and Excel) and making data-driven decisions.

### Digital Marketing Nanodegree

- 15+ courses and 3 projects on modern digital marketing techniques – e.g., Social Media Advertising, SEO, SEM, Display Advertising, Email Marketing.

## MAIN EDUCATION



POLITECNICO  
MILANO 1863

Milan Polytechnic  
Milan, Italy  
Cremona, Italy

### Master of Science in Computer Science and Engineering

- [Master Thesis](#) documenting the development of a NativeScript IDE for cross-platform apps, built with 1500+ JS lines using Electron framework, available publicly on [GitHub](#).
- Developed a native Android book sharing app in Java (3000+ lines).
- Engineered an Arduino device to create new playful experiences for children.

### Bachelor of Science in Computer Science and Engineering

- Assignee of the [Excellence Paths \(Percorsi d'Eccellenza\)](#) scholarship, which granted 6+ additional courses, 3 summer projects and a start-up business plan preparation.
- Elected student government representative of the Cremona campus for 2 consecutive years, organized activities and trips and implemented solutions to facilitate student's life.

## EXCHANGE PROGRAMS AND INTERNATIONAL EDUCATION



Bournville College  
Birmingham, UK



St. Clare's  
Oxford, UK

Proud alumnus of various colleges and institutes across Europe, which provided advanced education (most notably the path "From Complexity to Intelligence" in Paris, which focused on machine learning and statistics) and the foundations on how to operate in an international and multi-cultural environment.

## LANGUAGES & VISAS



Italian  
Mother tongue



English  
C2 – Fluent



## PERSONAL PROJETS & INTERESTS



**BrightLearnAI, Exambot, and Wingman** are AI-driven projects leveraging OpenAI APIs. BrightLearnAI and Exambot provide personalized learning support for students, while Wingman innovates matchmaking in dating. Built with web technologies, they use Firebase, Node.js, and Stripe for backend and monetization.



I'm an enthusiast sci-fi author and I like to explore how technology can shape the future, influence geopolitical dynamics, and impact human life.  
I'm also drawn to historical writing and "what if" scenarios.  
The first episode of my novel [Il Dominio del Cielo: Clotho](#) was published in January 2019 by Linee Infinite. More information about my writing projects can be found on my author website (in Italian), [Lewis Russell](#).



Hobbyist photographer with 20K+ shots using DSLRs and Mirrorless cameras



Travel lover who always put a strong focus on knowing a variety of cultures



Former professional swimmer and swimming instructor