

Matteo Gamba

17 Atkins Square, Dalston Lane, E8 1FA, London (UK)



matteogamba@gmail.com

+44 (0) 7762 530486



[linkedin.com/in/matteogamba](https://www.linkedin.com/in/matteogamba)

[@sliver86](https://twitter.com/sliver86)



Working experience

Jan 2015 - Present
London, UK

Product Manager - [TransferWise.com](https://www.transferwise.com)

Product for the growth and marketing teams, focused on increasing the customer base through the exploration of new acquisition & retention channels (referral program, SEO, social, PPC, affiliate marketing campaigns...)

Dec 2013 - Nov 2014
Berlin, Germany

Product Manager - [Patience.io](https://www.patience.io)

Building the core of Patience, an easy to use SaaS platform that allows anybody to quickly create their own e-learning website to publish & sell digital courses and teach online.

Dec 2012 - Nov 2013
Berlin, Germany

Product Manager - [Wimdu.com](https://www.wimdu.com)

Roadmap prioritization, KPI measurement and new features planning for:

- Marketing & Growth departments (SEO on-site optimization, Social Media integration, scaling and migrating the infrastructure for CRM/email marketing)
- Content team (setup of operations)
- Operations and Customer Support (processes optimization)

- A/B testing and Conversion Rate Optimization
- User testing and interviews
- UX/UI enhancements

Mar 2012 - Feb 2013
Remotely

Social Media Consultant - Event Sound Promotion

Implementation of Social Media and online advertising channels for the company and its clients.

Jan - Dec 2012
Berlin, Germany

CRM, Social & Growth - [Wimdu.com](https://www.wimdu.com)

- Management of the global email marketing campaigns (coordinating 7 different languages)
- Creation of new HTML email templates
- Monitoring bounce & spam rate to improve deliverability
- A/B testing & customer segmentation to optimize opening, CTR & unsubscribe rates
- Creation of lifecycle email campaigns & new strategies for customers retention
- Brand reputation management
- Implementation and direction of a multi-channel social media strategy
- Monitoring and analysis of the results
- Training for the members of the team

May - Dec 2011
Milan, Italy

Business Development & Online Marketing - [Wimdu.it](https://www.wimdu.it)

Working in a fast-paced, highly entrepreneurial environment to develop and grow the business from its very inception. Focus on multiple tasks, such as:

- Online Marketing channels for the Italian market (Social Media, strategic partnerships, PR, affiliate marketing, SEO, SEM, Facebook ads, newsletters)
- Product specifications, quality assurance and localization of the Italian website
- Support to the sales team
- Acquisition and onboarding of new users, retention of the best users
- Management of commercial partners

Feb - Apr 2010
Milan, Italy

Risk Management Intern - Allianz S.p.A.

Main focus on the implementation of strategies to reduce the increased risk that followed the introduction of class action legislation in Italy.

Nov - Dec 2009
Gainesville, USA

Gatornest Program - Info Tech, Inc.

Strategic consulting to discover new market opportunities for the *BidExpress* product.

Jan - Feb 2008
Milan, Italy

Event Manager - Event Sound Promotion

Management of the selection process and promotion of the music event "Student's Live Party".

Sep 2005 - Nov 2006
Milan, Italy

Local Area Coordinator - Youth Association LOGOS

Creation of a broad organizational network in Milan high schools.

Education

Sep 2008 - Mar 2011 Milan, Italy	Università Commerciale Luigi Bocconi Master of Science in Economics & Management of Innovation & Technology - EMIT (Classes and exams in English) final grade: 108/110
Master thesis	<i>Digitization in the Publishing Industry: how the way of thinking about product has changed throughout the productive chain</i>
Aug 2009 - Dec 2009 Gainesville, USA	Warrington College of Business Administration, University of Florida Master of Arts in International Business - MAIB (fall semester) GPA: 4.0
Sep 2005 - Oct 2008 Milan, Italy	Università Commerciale Luigi Bocconi Bachelor in Economics and Social Sciences - DES final grade: 107/110
Bachelor thesis	<i>Why the world has chosen Blu? - Analysis of the high-definition media market evolution</i>

Skills and competences

Languages	Italian: native speaker English: professional proficiency (C1) Spanish: basic (A2)
Skills	<ul style="list-style-type: none">• Experience with scrum and agile methodologies• Deep understanding of viral and growth mechanics and techniques• Emphasis on understanding user needs and problems through direct interviews and research• Iterative MVP approach at product development• Highly focused on UI / UX design <ul style="list-style-type: none">• Technical knowledge: HTML, CSS, SQL• Tracking and Analytics: Google Analytics, Google Tag Manager, WebMaster tool, MixPanel, Looker• Online Marketing tools: MailChimp, Intercom, Google AdWords, Facebook Ads• Social Media and content delivery channels <ul style="list-style-type: none">• Team spirit and excellent ability in adapting to multicultural environments• Organizational and communication skills
Additional information	<ul style="list-style-type: none">• Leadership training with <i>i-potentials</i> (2013)• <i>In-Company Training</i> at Philips Italia S.p.A. - marketing plan for a new Philips-Nivea for Men product (2009)• <i>In-Company Training</i> at Allianz S.p.A. - evaluation of the company's diseases branch (2007)• Market research analysis at Doxa S.p.A. (2011 - 2012)• Super-user (L2) for the Foursquare community• City Scout and Deal Agent for Groupon.it (2010)• Finalist team in the Nokia University Student Business Competition (2009)• Class delegate for the EMIT Master of Science class (2008 - 2011)• Staff member and PR activities for the Student's Village, University Village e Music Village events• Online sales through eBay and other e-commerce websites
Personal interests	Travel, DIY, new technologies, design, e-commerce, photography, snowboarding, blogging about Airbnb

References available upon request