



STEFANO SECHI

D.O.B: 24/12/1996



OBJECTIVES

With experience in marketing and customer service, I aim to contribute to exciting projects. I want to enhance my skills in data-driven decision-making and take on managerial roles where I can use my problem-solving and teamwork skills to help businesses grow. My goal is to work in dynamic environments where I can make a real impact and continue to develop professionally.



EXPERIENCE

3/2019
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Present

Media Buyer & Web Developer

Upwork & Fiver

- With a rich background as a Freelancer, I've been at the forefront of delivering comprehensive solutions across the digital spectrum. My multi-year journey encompasses a versatile skill set, with a strong focus on managing advertising campaigns, graphic design, content creation, and e-commerce development.
- *Advertising Campaign Management:* I have successfully navigated the intricacies of diverse advertising platforms, developing and executing strategic campaigns that drive engagement, lead generation, and conversions. Proficient in Meta, TikTok, Google, LinkedIn, and more, I bring a tailored and results-oriented approach to each project.
- *Graphic Design and Content Creation:* My expertise extends to graphic design, where I leverage tools like Canva to craft visually appealing materials for diverse digital platforms. Adept at creating compelling written content, my focus lies on driving engagement and achieving marketing goals.
- *E-commerce Development:* In the realm of e-commerce, I have provided end-to-end solutions, managing platforms such as Woocommerce, Shopify, Shoptline, and Shoptazza. From website development using Divi and Elementor to implementing effective email marketing strategies with Shopify automation, MailChimp, and Klaviyo, I ensure a seamless online shopping experience.
- *Overall Business Development:* My freelance journey also involves contributing to the holistic growth of businesses. This includes developing editorial plans, business plans, and pitch decks for startups, ensuring a strategic and forward-thinking approach. I am proud of the diverse projects I've undertaken and the lasting impact I've had on clients' success. Ready to bring my wealth of experience to new challenges, I look forward to contributing my skills in advertising, graphic design, content creation, and e-commerce development to further elevate digital strategies and brand presence.

11/2024
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Present

Analyst (contractor)

Covalen

- As an Operations Analyst at Covalen, my primary role was to support the user community with a professional, empathetic approach while ensuring compliance with company policies. My responsibilities included: Investigating and resolving issues reported on the client's platform, such as account support requests and reports of potentially abusive content. Providing timely, accurate, and high-quality responses to user inquiries with strong verbal and written communication skills and empathy. Enforcing the client's Terms of Use by carefully monitoring and reviewing reported content within agreed turnaround times and quality standards. Leveraging market-specific knowledge and data analysis to identify scalable solutions to improve the overall user experience on the platform. Identifying inefficiencies in workflows and proposing solutions to optimize operational processes. Recognizing trends and patterns, escalating issues beyond company policy to the global team when necessary. This role allowed me to develop strong analytical, communication, and problem-solving skills, always striving to foster a safe and positive online community.

4/2024
|
9/2024

Trust & Safety Associate (contractor)

Accenture

- 1. Quality Assessment: Evaluating the accuracy, relevance, and quality of Gemini AI-generated content, whether it's text, images, predictions, or other outputs. 2. Error Identification: Identifying and documenting violations, errors, inconsistencies, or biases in the AI's outputs. 3. Feedback Provision: Providing detailed feedback to improve the AI models. 4. Compliance and Standards: Ensuring that AI outputs meet specific regulatory, ethical, or organizational standards. 5. Performance Monitoring: Continuously monitoring the performance of AI systems to detect and address any decline in quality or accuracy over time.

4/2024
|
7/2024

STAGE Data Analyst: Data cleaning & Data Visualization with Powerbi (no compensation)

Column

- Acquired extensive experience in data cleaning methodologies, ensuring the accuracy, consistency, and integrity of data through systematic validation and error correction processes. Designed and developed interactive dashboards and reports using Power BI, translating complex datasets into clear, actionable insights for stakeholders. Employed advanced data visualization techniques to enhance data comprehension and support strategic decision-making. Collaborated closely with cross-functional teams to understand data requirements and deliver tailored analytical solutions. Contributed to data-driven projects by performing detailed analyses and providing recommendations based on findings.

4/2023
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2/2024

Customer Advisor and claims for Taskrabbbit (contractor)

Manpower Group

- In my role at Taskrabbbit, I provided exceptional support to customers via chat and email, addressing a wide range of inquiries and resolving issues efficiently. My responsibilities included managing and processing claims, ensuring timely and accurate resolutions, and maintaining high standards of customer satisfaction. I leveraged strong communication skills and problem-solving abilities to handle complex situations and im-

CONTACT INFO

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SKILLS

Advertising : Meta, TikTok, LinkedIn, Pinterest, Google.

Copywriting: Trello, Semrush, Asana.

Email Marketing: Klaviyo, MailChimp, Flow, Active Campaign, Hubspot.

Analytics: Facebook Library, Google analytics, Mixpanel, TikTok Library, Google transparency.

Data Analysis: PowerBI, Tableau, Excel, Python, SQL.

UI/UX design: Figma, Uizard, Adobe XD, Miro, Canva, Autocad, Lumion.

Website-Funnel development: Shopify, WordPress, Elementor, Divi, Wix, Woocommerce, PrestaShop, Shoptline, Etsy, Amazon.

Microsoft Office: Excel, PowerPoint, Word, Planner, Visio.

Editing: Premiere, Canva, Clipchamp, Cupcut, Inshot.

Programming: SQL, Html, React Native.

LANGUAGES

Italian Native

Spanish C2

English B2

Portuguese B1

French A2

INTERESTS

Marketing, Digital marketing, Advertising, IT, Techniques for selling and obtaining contacts, Cyber Security. Technology, Bypass virus Ransomware and spyware, Data Analysis, Data engineering.

prove overall user experience. My experience with Taskrabbit honed my ability to manage customer relationships and navigate high-pressure scenarios effectively.

3/2023
|
12/2023

● **Gold investment consultant (Independent)**
Helior Spa

- As a Gold Consultant, I was responsible for advising clients on investment opportunities in physical gold. My duties included evaluating clients' financial goals and risk tolerance to develop and present customized investment strategies. I provided expert insights into market trends, gold products, and investment advantages, ensuring clients received well-informed recommendations. This position required a comprehensive understanding of the gold market, strong analytical capabilities, and the ability to cultivate and sustain professional client relationships.

12/2022
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3/2023

● **Stellantis Sales Department Management and Customer Relationship (contractor)**
Sitel

- In my role as a Customer Relationship Manager at Stellantis, I specialized in managing customer interactions and sales processes for the Citroën Ami. I was responsible for building and nurturing relationships with prospective and existing customers, providing detailed information about the Citroën Ami's features and benefits, and guiding them through the purchasing journey. My role involved addressing customer inquiries, resolving issues, and ensuring a seamless and positive experience throughout the sales cycle. I leveraged strong communication and interpersonal skills to enhance customer satisfaction and drive sales success for the Citroën Ami.

9/2022
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2/2023

● **Sales Account Manager (Independent)**
Vandoni Technologies

- Dedicated Sales Account Manager in the pharmaceutical industry, specializing in the sale of medical devices to national pharmacies across Italy. A results-driven professional adept at cultivating and nurturing strong client relationships. Experienced in devising strategic sales plans, ensuring the seamless distribution of cutting-edge medical technologies. Skilled in market analysis, negotiation, and exceeding sales targets. Committed to delivering exceptional service and contributing to the growth of healthcare solutions in the Italian market. Fluent in Italian and English, facilitating effective communication and collaboration with diverse stakeholders. Ready to drive sales excellence and foster lasting partnerships in the dynamic field of medical device sales.

10/2022
|
11/2022

● **Customer Advisor Veepee and Privalia Training (contractor)**
Webhelp

- I provided support across various channels, including phone, email, and chat. My responsibilities included addressing customer inquiries, resolving issues, and managing returns and exchanges. I worked to ensure a high level of customer satisfaction by delivering timely and accurate assistance, while also identifying opportunities for process improvements. My role required strong problem-solving skills, effective communication, and a commitment to enhancing the overall customer experience for both Veepee and Privalia.

7/2019
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9/2022

● **Handling Agent (contractor)**
Sogeaal Spa

- As a Handling Agent at Alghero Airport, I was responsible for managing the efficient processing and transportation of luggage. My duties included operating ground service equipment for baggage handling, obtaining and maintaining airport certification, and opening aircraft cargo holds to facilitate the secure loading and unloading of baggage. I was also trained in inserting the CPU and providing support for private aircraft. My role required adherence to strict safety protocols, effective coordination with airline staff, and a commitment to ensuring smooth and timely operations.

5/2020
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7/2022

● **Advertising & Email marketing (Independent)**
Kreativa srl

- I was responsible for creating and managing ad campaigns and email marketing strategies. I worked on designing targeted content, optimizing campaigns, and analyzing performance to improve results. I handled tasks like segmentation, list building, and A/B testing to ensure maximum engagement. My role required me to balance working independently with aligning my efforts to the agency's objectives and client needs.

3/2019
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6/2019

● **Bartender (contractor)**
J&B le Bombarde Beach

5/2018
|
10/2018

● **Bartender (contractor)**
Camping Porticciolo

6/2015
|
10/2017

● **Barman (contractor)**
Beach Cocktail Bar Meloni



QUALIFICATIONS

2/2024
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4/2024

● **Business Analyst (Power BI + Tableau) certification**
Dataquest

2/2024
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4/2024

● **Junior Data Analyst (Excel + SQL) certification**
Dataquest

5/2020
|
6/2020

● **Cyber Security Basic certification**
Cisco Network

REFERENCES

REQUEST ON DEMAND

- 9/2017 | ● **Erasmus Plus**
University of Córdoba, Economy and Administration.
- 7/2018
- 10/2016 | ● **Bachelor Degree in Administration and Organization Sciences**
University of Law, Sassari, Italy.
- 7/2020
- 9/2011 | ● **Construction, Environment, Territory Qualification**
Technical Institute Angelo Roth, Alghero, Italy.
- 7/2016