VINCENZO IEVA

CRO & Martech

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Web & App Analytics | Team Leadership | CRO | AI focused

PROFESSIONAL SUMMARY & KEY SKILLS

Results-driven individual with over 10 years of experience in web analytics, fostering collaborative teamwork and consistently delivering impactful solutions across divers industries. Unwavering dedication to continuous improvement has propelled me to master SQL, Conversion Rate Optimization as well as tracking and web analysis for Mobile Apps.

- ✓ CRO
- ✓ Statistics
- ✓ Project Management
- ✓ AI Users
- ✓ Mobile Apps
- ✓ Team Management
- ✓ SQL
- ✓ Behavioral analysis

PROFESSIONAL EXPERIENCE

CRO & Web analytics Manager, Mondly (Pearson), Remote Spain | March 2024 – Current

Responsible for the web CRO activities, and analytics Tracking

- Implemented a data layer to facilitate the tracking of our users
- Run over 20 tests in the first 3 months after joining:
  - o A/B tests
  - o Pop up optimization, Reviews Prompting
- Used BigQuery to analyse raw data and extrapolate insights
- Set up a process to ensure CRO campaigns delivery from ideation to deployment.
- Mobile App tracking optimization for the activities

Head of CRO & Martech, Threepipe , London | Feb 2022 – Oct 2023

Empowered a team of six analysts and data engineers to deliver exceptional internal support on the reporting infrastructure while spearheading Martech projects from implementation to centralized reporting, driving CRO initiatives across diverse industries.

- Orchestrated the productization and launch of CRO projects, securing two new clients within a remarkable 6month timeframe:
  - o Catalyzed a 10% surge in "Book a table" conversions and a staggering 300% increase in newsletter signups for Hawksmoor, propelling their online presence to new heights.
  - o For Easyjet Holidays, architected a process-driven approach that empowered scalable activities and delivered seven successful CRO initiatives within six months using Optimize and Sitecore. These efforts yielded:
    - ▪ a 2% uplift in transactions,
    - ▪ a 3% uplift in revenue,
    - ▪ a projected annual revenue growth of 114 million.
- Steered CRO and web analytics sales, spearheading revenue growth and client satisfaction.
- BigQuery for GA4 analysis to help investigation of clients' analytics.

Martech Lead, ZFX , London | July 2021 - Feb 2022 *(Contractor)*

Masterminded a team of analysts to seamlessly deliver daily business analysis and dashboards, fulfilling all reporting needs and ensuring data-driven decision-making across the organization.

- Led the strategic integration of Martech across mobile and web platforms,
- SQL to ETL for dashboards, crafting and presenting data insights.
- Rigorously implemented best practice tracking methodologies, ensuring data accuracy

Martech Manager, ForwardPMX , London | Nov 2019 - June 2021

Led a team of analysts, driving the execution of analytics projects and delivering exceptional CRO outcomes.

- Championed CRO productization, marketing, and delivery across a diverse range of projects, consistently exceeding expectations and driving significant business growth:
  - Orchestrated Lightbox campaign using Optimize, resulting in a remarkable 15% increase in revenue, a 13% uplift in overall conversions, and a 40% surge in website engagement within a 12-month timeframe.
  - Devised and implemented a campaign for Blue using VWO, successfully redirecting 35% of website traffic to product pages, boosting engagement and conversions.
- Effectively managed the web analytics workload for the team, actively participating in project delivery and ensuring seamless data analysis and reporting.

Senior Web Analyst, ForwardPMX , London | Nov 2018 – Nov 2019

Nurtured a team of web analysts, empowering them to excel in web analytics projects through mentoring

- CRO Conceptualization, implementation, and analysis of CRO data using Optimize to drive business growth and improve conversion rates.
- Meticulously planned and executed tag migration strategies to ensure seamless project delivery and enhance data accuracy.
- Leveraged Python and Appscript to automate tasks, streamline workflows, and boost productivity by reducing by 20% manual work

Senior Web Analyst, DMPG , London | June 2017 – Nov 2018

- Masterfully utilized Adobe Analytics tools to generate insightful reports, empowering data-driven decision-making across 5 clients
- Expertly crafted CRO reports for our clients, identifying wins to maximize conversion rates.
- Leveraged Dynamic Tag Manager and Tealium to ensure data integrity for our clients.
- Produced comprehensive CRO reports using Adobe Analytics 4 Target across multiple clients, providing actionable insights to drive business growth.

Web Analyst, The Telegraph Media Group , London | May 2015 – May 2017

- Leveraged Adobe Analytics tools empowering data-driven decision-making for all the teams.
- Building dashboards by integrating BigQuery and Tableau, for the performance Team and boosting by 30% their speed of decisions.

Junior Web Analyst, Starcom Mediavest , London | Oct 2014 – Apr 2015 *(internship)*

EDUCATION

2010-2012
UNIVERSITY of PAVIA - Faculty of Economics,
Master degree in Management *and international business of economics (classification 107/110)*

2008 - 2010
UNIVERSITY of PAVIA - Faculty of Economics,
Bachelor degree in *Management and administration (classification 98/110)*

ADDITIONAL POINTS & CERTIFICATIONS

Front-end Developer Certified by Team Treehouse;
Google Prompting AI Skills Certified by Coursera;
Maths for DataScience Certified by Coursera;
SQL Wrangling for AB Testing Certified by Coursera.
Italian and English native speaker but also advanced in Spanish. I can boast extensive knowledge of Hubspot, Google Stack and Adobe Stack, Optimizely, VWO, Tealium and MMPs (Appsflyer/Singular).