

# GABRIELE BALDASSARRE

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**Work location:** Lombardy | Campania

## PROFESSIONAL PROFILE

Innovative **Google Cloud Architect** and **Digital Consultant, Google Analytics Certified** with 12+ years of experience in **Data Management** and **Digital Marketing**, solid expertise in developing effective solutions to address complex projects for customers in different fields, using **R programming language** and free software environment for **Data Analysis** and involving **Google Products, Advanced Analytics on Digital** (web, search, social, unstructured data) and **Visual Analytics**, also implementing **CRM models strategies**.

**Team leader** with supportive approach, my **technical-analytical background** allows me to proficiently interact with **IT, Data Analysts and Business Division**, connecting people and most innovative technologies to reach the expected performances.

**Customer-focused, results-oriented, creative, up-to-date and life-long learner**, I help my team design and develop next-gen suites of cloud-native analytical microservices, aimed at measuring stakeholders' digital activities and defining effective digital strategies, using real-time data analysis.

Meantime, thanks to my teaching attitude and empathy with new generations, I cooperate with organizations and universities, organizing and giving **courses**, and participating in **round tables**.

Although my current experience in Jakala is still stimulating and satisfying, right now I am ready to consider and join a new challenging assignment within a fast-growing organization operating in competitive markets where I can show my full potential and further enhance both my leadership and IT skills.

## IT SKILLS AND COMPETENCIES

**Fields:** Data Analysis & Visualization - Web Analytics - Data Science - Cloud-Native Systems - Social Network Analysis – Data Exploration - Ethics of Emerging Technologies

**Operating Systems:** Unix (Linux, MacOS) - Windows - Solaris - Haiku

**Core Competencies:** Google Cloud Platform - Google Analytics 360 - Google Tag Manager - CI/CD - DevOps/GitOps - Adobe Analytics - Adobe Creative Cloud

**Technologies:** Tableau - Shiny - BigQuery - Git - Kubernetes - Docker - Terraform - Helm - Data Studio - SPARQL - Gephi – Latex/Pandoc - Jekyll - MySQL

**Languages:** R - SQL – C/C++ - Java - Bash

## CAREER HIGHLIGHTS, KEY PROJECTS AND WORK EXPERIENCE

Jakala S.p.A. | Milan

2020 - ongoing

**IT Manager, Google Cloud Architect & Google Marketing Platform Advisor**

Leading projects based on Google Cloud Platform, mainly in the role of Cloud Architect and IT manager in Data Management and infrastructure pipelines, involved in projects analysis and implementation.

- Operating within Data Platform Sub-Division and reporting to the Area Delivery Senior Manager.
- Google Cloud Platform projects management, leading a team of 3 resources.
- GCP Systems implementation and maintenance, keeping contact with customers, supporting and coordinating developers in functional analysis and infrastructure creation, improving quality assurance and dealing with suppliers.
- Google partnership and Google practices developer and responsible, also cooperating with the Advisor Team handling Marketing Platform and Data Management Platform technologies.
- Technical teaching and training, deep involvement in planning in-house learning courses.

**Results:** improvement of high-level platforms service and customer satisfaction thanks to project flow and infrastructure optimization. Excellent feedbacks from clients and supervisors.

MRM / McCann (McCann World Group) | Milan

2014 - 2020

**Head of Analytics, Cloud Solutions Advisor**

Digital Insights & Analytics team leader, mainly focused on reporting services, customer intelligence, machine learning, customer profiling & social listening for media planning and CRM model strategies, social network analysis to influencer marketing, loyalty and word-to-mouth models.

- Reporting to CEO and coordination of 5 people, IPG Digital Board Member.
- Design and deploy a wide set of modern, cloud-native analytical set of microservices in R, ranging from data wrangling, ETL, data classification, modeling, mining and reporting, design and develop Visual Analytics dashboards with Tableau, Kibana, Shiny and others.
- Data Analytics Service Line creation, starting from scratch, managing internal and external customers, setting up technological environment, introducing innovative Data and Cloud Solutions and open-source applets to support the projects, mainly based on Google technologies (GA360, Tag Management, Docker, Kubernetes, CI/CD).
- Digital Marketing Services set-up, developing for the first time turn-key solution to company clients.
- CRM Services creation and implementation, leading efforts to perform effective and efficient clustering on large data sets, involving data-driven processes.
- Pre-sale pipeline re-building, introducing Drive2Analytics processes.
- Suppliers scouting and coordination, also involving innovative start-up and personal contacts.

**Results:** Whirlpool EMEA Data Strategist responsible, lead the project focused on owned and earned data (Google Analytics, Search Console) involving **120+ Web Sites** and **20M+ user sessions** per year. I personally managed data analysis, reporting, Tableau Dashboard creation, testing activities, quality assurance control, KPI frameworks developing, user guides editing, managing the project in all aspects. Limoni La Gardenia Loyalty Simulation Analysis project management, increasing the probability to reach company breakeven goals.

**SDG Consulting Group** | Milan

2014

**Senior Big Data Consultant**

Business Intelligence Senior Specialist, working in the Marketing Solutions Area for digital and retail sectors.

- Reporting directly to Head of Fashion Industry and Chief Data Officer
- Implementing Big Data solutions in multichannel marketing context involving real-time analytics, social network analysis, digital asset management, web&mobile analytics and predictive modeling.
- Designed and implemented Big Data Lambda architectures using Spark, IBM Big Insights, Watson, DB2 and Tableau.

**Seat Paginegialle** | Milan

2011 - 2014

**Business Intelligence Senior Specialist, Data Scientist**

Business Intelligence Team Leader, analytics projects for the Web/Mobile Marketing Division and for the Web Usage Division, with strong focus on Data Analysis.

- Reporting to Head of Innovation and managing 3 external collaborators
- Business Intelligence Developer mainly working in R and Java on Oracle and Hadoop platforms. Involved in advanced web analytics tasks on Adobe Marketing Cloud and Google Analytics and in customer profiling models using search engine and SEO data.

**Target Reply** | Milan

2008 - 2011

**SAS Consultant**

Technical Analyst & Developer in Business Intelligence, data warehousing, data modelling for a wide set of clients in different sectors, using various SAS products. Tele2, Vodafone and Eni were my main customers.

- Reporting directly to the First Line Manager
- Technical analysis and development of a marketing segmentation platform for CRM and campaign management. ETL and unit testing for customer intelligence teams.

**Business Intelligence Analyst** | **Cartesio S.p.A.** | Benevento

2008

**Junior Art Director** | **Play Press Publishing** | Salerno

2003 – 2006

## TEACHING ACTIVITIES, COLLABORATIONS AND AWARDS

**Digital Marketing and People in Covid Context** | **Round Table** | Università Parthenope

2020

**Course The Six Degrees of Freedom: Social Network Analysis and Marketing** | **Visiting professor**

2017 - 2018 – 2019

**9th Circle Games** | **Co-Founder, Game Designer, Art Director**

2004 – 2016

Awarded **“Best of Show”** in Side Award Category for the best gameplay of year 2010 at **Lucca Comics and Games**

## EDUCATION

**Bachelor’s Degree in Computer Engineering** | Università degli Studi del Sannio-Benevento

2006 - 2008

**Master of Science in Computer Engineering** | Università degli Studi del Sannio-Benevento

2020 - ongoing

## LANGUAGES

**Italian:** native | **English:** fluent

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