



# ANDREA FIORINDO

## E-COMMERCE & DIGITAL ANALYTICS CONSULTANT

### CONTACTS

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### ABOUT

I'm a process oriented E-commerce and Digital Analytics Consultant with 8+ years of experience. Experienced in interpreting and analyzing data to drive growth for retail companies. Furnish insights, analytics, and business intelligence needed to guide decisions. My experience is focused both on B2B and B2C as a consultant and as a client and thanks to this I can easily manage and prioritise business and marketing goals in relation to OKRs.

### EXPERIENCE

#### GLOBAL DIGITAL ANALYST MANAGER 05/2022 - 02/2023

HILTI CORPORATION, Boulogne Billancourt, PARIS

- Performance reporting and project documentation maintenance
- Data processing with various stakeholders
- Benchmarking and competitive analysis
- Provide technical and analytical solutions to Solution Architects and DPOs
- Tag Management System Web+APP plan/config/implementation
- Conduct impact studies on tools and processes
- Migration of analytical tools (GA4; SSGTM; API conversion)
- CRO, A/B, MVT test plan/config/analysis

#### DIGITAL ANALYTICS MANAGER 07/2019 - 04/2022

STOREIS SRL, PADUA - ITALY

- Discover customer needs and priorities
- Benchmarking and competitive analysis
- CSM on major projects
- Stakeholder interviews and training
- Report on project performance to various stakeholders
- Web+APP plan/config/implementation
- Tag Management System plan/config/implementation
- Migration of analytical tools (GA4; SSGTM; API conversion)
- CRO, A/B, MVT test plan/config/analysis
- Tech/strategic product flow managers
- PSP analysis (e.g. Adyen, Braintree, Stripe etc.)

#### DIGITAL ANALYTICS & SEO SPECIALIST 01/2017 - 06/2019

TSW srl, TREVISO - ITALY

- Advanced data analysis
- Tag Management System plan/config/implementation
- Web+APP plan/config/implementation
- Reconciliation of SEO, SEM and CRM data
- Product flow management



2017 **MASTER DEGREE**  
IUSVE - Venice - ITALY  
*Web Marketing & Digital Communication*

2014 **BACHELOR DEGREE**  
UNITS - Trieste - ITALY  
*Marketing & Communication*



#### Italian

*Native or bilingual*

#### English

*Full professional proficiency*

#### French

*Professional working proficiency*



Hilti, Maison Margiela, Rossignol,  
Patrizia Pepe, Santoni, Scarpe &  
Scarpe, Etro, Juventus, Liu Jo, Pal Zileri,  
Diesel, Ducati, UniCredit, Monte Paschi  
di Siena, Costa Crociere.



### LICENSES & CERTIFICATIONS

- GA4
- GTM + SGTM
- GADS
- GSC
- Merchant Center
- Google Optimize
- Commanders Act
- Tableau
- Power BI
- LookerStudio
- Qlik/QlikSense
- BigQuery
- Salesforce Suite
- Conversion API
- PSP
- OneTrust
- Didomi
- CookieBot
- Lengow
- DataFeedWatch



- Digital Analytics
- SEO
- SEM
- Digital Marketing
- CRO - A/B - UX - UI
- Data Analysis
- Gestion de flux produits
- PIM - DAM - ERP - ETL
- CDP
- DMP



- SQL
- Python
- R



- HTML
- CSS
- JS