



# ALBERTO PASCAZIO

## INFO:

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## WORK EXPERIENCE

### A.I. DECISION SCIENCE ANALYST

#### **Ammagamma - part of Accenture Strategy & Consulting (ongoing)**

- Supporting clients in the adoption of A.I. & data analytics solutions, providing training sessions or by drafting support materials;
- Respond to clients by identifying problems and guiding them through corrective steps in accordance with contractually defined SLAs;
- Detect and anticipate potential issues, proposing solutions or directing client requests to the development teams;
- Propose new features to be implemented and provide continuous feedback to the development team for improving the solutions;
- Support the Sales team and provide insights and feedback based on client requests;

### OPERATION SPECIALIST

#### **Qapla' (01/2024 - 07/2024)**

- Monitoring and analyzing assigned clients operations to identify efficiency improvements and process enhancements,
- Developing and maintaining detailed operational reports and documentation to guide decision-making.
- Ensuring compliance with industry regulations and organizational policies.
- Providing training and support to clients on new systems, technologies, and procedures.
- Collaborating with management to align operations with strategic goals and business plans.

### E-COMMERCE SPECIALIST

#### **Fusaro Group (06/2020 - 12/2023)**

- Supervise order management processes, including processing, shipping, tracking, and delivery, to ensure accurate and timely order fulfillment.
- Monitor and analyze operational KPIs to identify areas for improvement and implement solutions to increase efficiency, cost-effectiveness, and customer satisfaction.
- Continuously evaluate and improve operational processes, existing systems, and tools to enhance productivity and reduce errors.
- Handle customer inquiries, resolve issues, and enhance the overall customer experience.
- Cooperate with 3PL (third-party logistics) providers to establish and maintain strong relationships and ensure effective operations.

### JUNIOR CRM MANAGER

#### **DINAMICA Soc. Cons. a r.l. (10/2018 - 05/2020)**

### FREELANCE

**Services for small/medium e-commerce businesses and professionals**

## HARD SKILLS

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1. Client-centric approach, result-oriented mindset
2. Fluent in English (level C2 CEFR); moderate proficiency in other foreign languages (French B2, Spanish B2)
3. Proficient with CRM systems such as Salesforce and HubSpot
4. Excellent knowledge of Amazon seller and vendor platforms, eBay, major CMSs (shopify, wordpress, magento), Mirakl.
5. Excellent knowledge of all major 3PL platforms and web services,
6. Familiarity with a multitude of collateral business and project management tools, including and not limited to:
  - Qapla', ShippyPro, Isendu, Sendcloud
  - Teamsystem, Easyfatt, Quickbooks
  - Microsoft suite (365, Dynamics, Teams), Google suite
  - Monday, Jira, Confluence
  - Mailchimp, Mailerlite
7. Basic understanding of programming languages (HTML, Python)
8. Anecdotal knowledge of data science, ML, AI principles.

## STUDIES & EXPERIENCES

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### MASTER'S DEGREE

#### **University of Modena & Reggio Emilia**

##### **Digital Communication (Studies on hold)**

- Strategic models of advertising communication, use of new media and their languages, managerial models for communication management.
- Management, design, and development of networks and communication products within organizations.
- Corporate image care and event organization.

### SHORT MASTER

#### **University of Bari (2017)**

##### **Digital Marketing**

- Designing a Digital Strategy and translating it into a digital marketing plan.
- Applying advanced techniques and tools of Digital Marketing.
- Improving visibility on search engines.
- Implementing engagement activities.

### BACHELOR'S DEGREE

#### **University of Bari**

##### **Communication Studies**

- New Communication and Information Technologies
- Skills necessary for carrying out communication and public relations activities in private companies, public administration
- Basic psychological mechanisms of communication
- Understanding modern marketing and advertising techniques

### SOMMELIER TIER 2

#### **A.I.S. Puglia - Bari (2023)**

### CAMBRIDGE C.P.E.

#### **Lord Byron College (2013)**

- English language proficiency certificate CEFR level C2

### GOOGLE DIGITAL TRAINING

#### **Google Digital Marketing**

- Digital marketing, SEO, SEM, content marketing, google Ads, Analytics.

### HIGH SCHOOL STUDENT EXCHANGE

#### **Bellaire High School - Houston (TX)**

- 6 months high school exchange program