

# Gabriele Taviani

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## PROFILE

Chief E-commerce Marketing. I start my experience in e-Commerce Marketing from 1999. Into last 10 year I concentrate my attentions and studies in Digital marketing and strategy for B2C. In 2017 I wrote one professional book for Italian editor Hoepli name "RETARGETING" the Digital Marketing for e-commerce. In my last work experience I start alone and I finish with one team of 5 persons and e-commerce turnover increase more 400% in 1.5 year. My special characteristic is the eCommerce Marketing team leadership.

The strategy adopted for the my e-commerce success is one mix from Prospecting Mobile Marketing (interest the final users about online offers) and Facebook Retargeting Advertising (convince into the online action: buy product). Is important understand how convince online users in buy online product. In my last experience, and I think in your case, the component of persuasion is the Emotion. Now the emotion is one complex element to be stimulated online. For stimulate the emotion in online users, is important use the image and video inside special context.

My professional skill and experience is:

- **E-commerce strategy design and previsions** (business project design and Business plan);
- **E-commerce data analyse.** KPI planning and graph design;
- **E-commerce business value and volume** calculation and administration (dynamic month value);
- **Ecommerce team** creation and administration. Activity direction and delegation.
- **Digital Marketing and Multi channel campaign** planning and administration. personal and direct skill in Google Adwords, Facebook Advertising, DSP and mDSP (AdExchange), Retargeting channels (Adroll).
- **Program affiliation** programming and administration. Use the Affiliation Network (Awin ex zanox), direct affiliation (traffic tracking), xmlfeed affiliation (dinamic product ads).
- **SEO and SEM agency coordination.** optimisation control. sSearch positioning evaluation;

- **Mobile marketing and Advertising.** promote the mobile app engagement and usage;
- **Users behavioural tracking** using the site/app tags and tracking (Tag manager, Click tracking, Server2server tracking, post back and callback);
- **User and customers data collect** in data warehouse ([segment.io](http://segment.io) usage and Google iquery data warehouse);
- **Dynamic conversion attribution model:** post-click, post-view using Google Analytics, Facebook, Adroll and other advertising platforms;
- **Marketing Automation** planning and platform usage. I know SalesManago Online tool, workflow design and automation integration. I use the Marketing automation for administrate the marketing channel: eMail Markeitng, Mobile Communication (sms, push, inapt, etc.), and the dedicate channel for acquired customers.
- **eCommerce Multi-channel.** Sales in same time into ecommerce, mobile app, social store, messenger (facebook bots too), marketplace (amazon, eBay, ecc.)
- **Product feed distribution.** Using the tracking into product page click I have experience into feed distribution: Price comparators, affiliation, dynamic retargeting, social ads, etc.;
- **Site and Sales Analytics:** I know Google Analytic, Clickmeter (click tracking stats), and other channel stats tools.

I shared all my experience and competence into the RETARGETING book where I explain the change from **Web Marketing** (search base) to **Digital Marketing** (data analysis base). The Data in term of analyse of user/customer behavioural, and for communication workflow design for every user cluster. Is important understand the behavioural of singular online customer for define the Marketing Automation strategy.

## EXPERIENCE

### **Private Writer and Teacher 01/2017 - Now**

Write a professional book name RETARGETING Digital Marketing Strategy for eCommerce for Hoepli Italian book editor. I prepared Digital & eCommerce Marketing Master for Netcomm Italia (I'm teacher).

### **eCommerce Director, Wishtdays Srl; Verona, Italy 06/2014-02/2017**

In about two years I have managed more than 500,000 Euros in online media for year. I developed a performance analysis model multi-channel over the last-click concepts. In 2015 I bet in mobile advertising, bringing the e-commerce to increase more 400%. I Create and coordinate one team with 5 persons with me. The company is was acquired form Smartbox Group and transfer all Digital team in Dublin. I coordinate the move and integration.

**CEO-CoFounder, Paypersocial Ltd; London, UK 03/2012-06/2014**

Paypersocial is an innovative startup for Social Affiliation Networking. Conception and design of the online platform. Overall coordination of the production team (selected initially in Brazil and then moved to Moldova); reation and consolidation of commercial distribution strategies with identification of clients / advertisers, such as Partners, Agencies and Brand Companies in the US, IT, UK and BR markets; Defining strategies for producing social network web traffic. Facebook Publisher engagement campaigns (over 30,000 in about 6 months); Creation and testing of the organisational model for the qualification of the publisher network by means of Traffic Managers; Inclusion in staff of over 12 people including developers, post master interns and university interns with the purpose of research, development and testing of organisational models for publisher and traffic qualification.

**Country Manager Brazil, Effiliation S.A.; Paris (France) 03/2011-03/2012**

Opening in Brazil (Sao Paulo) of the South American branch of the international group Effiliation, Europe's leader in affiliate programs for eCommerce. Company start-up: international joint venture contracts, business plan, budget planning, corporate opening, bureaucratic processes for start of business and localisation technologies; Marketing management: development of strategic plans for market penetration, strategic partnerships; Recruitment: design of Brazilian organisation scheme, research and selection of specialised personnel: as of August 2011 Effiliation brasil had 6 officials; Sales management: research of key customers and strategic partners for start-ups. In the first 6-month period business relationships with key players in the Brazilian Internet market, including: buscape, mercatolivre, etc.

**Co-founder, Slytrade Ltda; Sao Paulo, Brazil 09/2009-03/2011**

Creating an online affiliate network in Brazil based on the model of TradeDoubler and Zanox. Coordination and applied development with localisation of online platform in housing; Affiliation of more than 25,000 Brazilian Publishers; Dealing with more than 30 clients in Brazil for about 150 running campaigns.

**Project Manager, Banderantes S.A.; Sao Paulo, Brazil 09/2008-09/2009**

TV channel: Band. Localisation in Brazil of mobile payment platforms for mobile payment with credit cards for cellular phone credit recharging adopted by the company OneMedia Spa in Italy. Coordination of the relationship with credit card operators for the integration of mobile online payment models via SMS and Wap; Coordination of the relationship with Brazilian mobile operators for system integration of mobile phone credit recharging via wap and sms; Structuring of the organisation of business management, fraud control and customer relations (HelpDesk); Planning and management of mobile and web campaigns for distribution of mobile payment services; Management of relationship and technology intermediation between Italian and Brazilian branches.

**Director, Slyweb Ltda; Sao Paulo, Brazil 2007/2008**

eCommerce fly ticket booking In Europe for Brazilian Fly Charter company BRA.

**Ecommerce Manager, Olitalia Srl; Forlì Italy 2006-2006**

International ecommerce site coordination (pre and post selling process). Web marketing planning and coordination (SEO and SEM).

**Marketing Manager, Studio Pleiadi Srl; Cesena Italy 2003-2005**

Web Agency connected with Technogym group. Marketing and Sales Web agency service to middle and Big Italian private company and PA. Develop Web Marketing products (SEO & SEM).

**Director, Ri.Bu Srl; Cluj Napoca Romania 1999-2002**

Software House and Contact center. Employ more 45 persons. Company startup and administration.

**Sales Manager Italia, Autoadesivi Srl; Modena Italy 1998-1998**

Sales coordination into Italian market

**Marketing & Sales, DataConsult Srl; Modena Italy 1994-1997**

Electronic Document Storage Service

**Trade Agent, DeAgostini Spa; Novara Italy 1994-1997**

CD-ROM Lex Arquivos Sales Agent

## **ISTRUZIONE**

- Italian Compulsory school
- ITIS - Technical Institute (Specialization in Electronics and Computer Engineering)
- Continuous self-taught training in business administration and online marketing

### **Course & Masters**

- Organization of Conferences / Exhibitions
- Automation of Documentary processes Reengineering for Document Process
- Workflow Systems - Business Process Automation
- Motivation techniques and interpersonal negotiation
- Action Workflow - Strategy of interpersonal communication through intelligent information systems
- eBusiness Strategist: Methods and strategies for value creation through web solutions (internet, extranet and intranet)
- Web Marketing: SEO Strategis (Madri); Advanced Keyword Advertising; Campaign Analytics; International Internet Campaign;

- Lecturer for Master's program in Online Marketing at Universidade Presbiteriana Mackenzie (Sao Paulo – BR)
- Social Media Marketing: Interactive advertising through online social networks.
- Behavioral Marketing : the use of online data (Big Data and retargeting) for contextualization and display of online advertising compatible with the interests of the navigator.

## COMPETENZE

- Operation System: MAC, PC and Linux;
- Office automation: MS and Mac Office Tool;
- Development tool. I can read and understand: PHP and MySql
- Marketing Tools: Google Analytics, Google Adwords, Business Facebook, Adroll, mDSP (adExchange in RTB), ClickMeter (tracking) Google GTM (tag manager), SalesManago (Marketing Automation), Adroll (retargeting), others.
- Design Tools: Photoshop, Banner Snack, Apple iAd.

## LANGUAGE

- ITALIAN - Native Language
- ENGLISH - Good Level Write, Sufficient Level Speaking
- PORTUGUESE (Brazil) - Good Level Write and Speaking
- ROMANIAN -I understand and little speaking.

For further information:

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*I authorize the processing of my personal data in accordance with Decree No 30 June 2003. 196*