

## PERSONAL INFORMATION

Federico Fuzzi

## WORK EXPERIENCE

05-2020 - Ongoing

## Professor in Digital Marketing

**Project Name:** Professor in Digital Marketing at Università degli Studi di Modena e Reggio Emilia

**Project description and main objectives:**

Professor in Digital Marketing course with teaching "Digital Analytics"

The course is focused on acquire skill in:

- Tracking and Measurement Strategy
- Data Quality and Troubleshooting
- Insights Reporting and Data Visualization
- Synergies between analytics and other digital marketing fields (SEO, ADV, Programmatic)

**Employer:** Università degli Studi di Modena e Reggio Emilia

03-2015 - Ongoing

## Head of Digital Analytics &amp; CRO

**Project Name:** Head of Digital Analytics & CRO at Webranking

**Project description and main objectives:**

Digital Analytics and Conversion Optimization Area Responsible.  
Objective: Growth and people management, development of new services

**Employer:** Webranking

03-2012 - 02-2015

## Web Analyst &amp; Conversion Optimization Specialist

**Project Name:** related to data-driven models, organic growth and profitability of the area.  
Web Analyst & Conversion Optimization Specialist at Webranking

**Project description and main objectives:**

March 2012

- March 2015 (3 years 1 month) Specialist in web performance analysis, conversion rate optimization and usability.

Main activity focused in Google Analytics about setup and performance analysis.

Fully integration between analytics data, Conversion Rate Optimization and Usability/User Experience activities: highlighting funnel navigation, defining critical area, proposing new solution to enhance the site performance.

These areas are influenced by SEO skills (keyword study, SERP analysis, meta tags, link popularity) and SEM skills (Google Adwords console, online marketing).

Worked with large sites and advanced ecommerce shopping site (fashion, retails, services).

**Employer:** Webranking

05-2010 - 02-2012

**Analyst Programmer****Project Name:** Analyst Programmer at SEMPLA**Project description and main objectives:**

Analyst Programmer in Financial Services.  
Functional Analyst and prototyper designer in CariParma for Credit Dealer Application.  
Technical Analyst and developer in Cedacri S.p.a for Integratore Client.

**Roles performed:** Analyst; Programmer; Developer; Designer;**Employer:** SEMPLA

10-2009 - 11-2009

**Semantic Analyst and Organization Consultant****Project Name:** Semantic Analyst and Organization Consultant at HERA**Project description and main objectives:**

Semantic Analysis over 300.000+ database size.  
Analyzing comments and notes from customer about Hera S.p.A' s services.  
Clustering arguments, identifying main and significative and deploying a solution to manage them with IT tools.

**Roles performed:** Analyst; Consultant;**Employer:** HERA

01-2009 - 09-2009

**Social Network Analyst****Project Name:** Social Network Analyst at Koinè S.r.l**Project description and main objectives:**

Bologna Area, Italy Acquiring information from social communication behind the "Processo di Gestione del Cliente" (Customer Relationship and Management) in Hera S.p.A Rimini and Bologna.

Extract, convert and analyze information using Social Networking tools.  
Comparing the results with SNA theory and deploying various solution.

**Roles performed:** Analyst;**Employer:** Koinè S.r.l**EDUCATION AND TRAINING**

01-2006 - 07-2009

**Management, Scienze di Internet, Scienze**

Master degree (3 academic years)  
Università di Bologna

09-2003 - 12-2006

**Management, Scienze di Internet, Scienze**

Licentiate degree (3 academic years)  
Università di Bologna

- 11-2022 **Privacy for Agencies and Partners**  
Certification  
Google
- 09-2022 **Mobile Experience Certification**  
Certification  
Google
- 09-2022 **Certificazione User per i Partner**  
Certification  
ContentSquare
- 08-2022 **Google Analytics 4 Certification**  
Certification  
Google

PERSONAL SKILLS

Mother tongue(s) Italian;  
Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English:	C1	C1	B2	B2	B2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user  
[Common European Framework of Reference for Languages](#)

Driving licence B - Car