

TIZIANA D'ANDREA

DIGITAL SPECIALIST

Summary

I am a certified **Product Owner**, expert in management of key clients, technological products and projects, web analytics and marketing online. And a web developer specialized in frontend, with experience in quality assurance. Creative, attentive to details. Curious and restless I see challenges as opportunities, I'm excited to learn and passionate about technology. As Agile activist, I get motivated by mastery, improving and optimizing processes and procedures, sharing information and knowledge, adding value to the business and stakeholders. I believe in teamwork, in collaboration, in flexibility and in the strength of motivation, commitment, trust, knowledge and self-organization.

Work Experience

Product Owner/Web-mobile developer 2016 - 2017

- = <https://tiziana-ringana.com/>, <https://tizianadandrea.com>
- = www.proxifarma.com, www.proxifarma.com/newsletter/
- = [Thai massage](#) certified and home-sharing member
- = Agile and scrum community activist. [PSPO I](#).

Web Quality Assurer/Project Manager 2017

TravelClick (Barcelona)

Short term contract within the web project management team in order to complete the delivery of 13th websites on deadline:

- = Test the webs on both testing and production environment on all devices: desktop, mobile, tablet. Reproduce user behavior.
- = Upload, check and fix images and SEO
- = Identify, document and appropriately escalate issues, bugs or technical problems
- = Work with the development team to establish, document and follow the release process aligned with the company objectives, methodologies and quality standards.

Product and key clients Manager 2013 - 2016

e-Bay Enterprise now Magento (Barcelona)

Product manager with a high level of web-based technology knowledge, analytics and marketing skills. Responsible for supporting key clients web-stores. My position required:

- = Hosting weekly webinars with web-stores managers.
- = Giving a rapid and effective response to technical queries in critical situations. Platform troubleshoot and testing, work with several internal resources, coordinate and influence peers, communicate issues to cross-functional colleagues and partners, facilitating dialogue through resolution, resolving tickets within SLA with Agile methodology (Jira/Scrums).
- = Coordinating peers and stakeholders of different departments internally: project managers, developers, IT, fraud, fulfillment, customer service, marketing, directors and externally: key clients e-commerce managers, onsite and remotely.
- = Identifying opportunities: cross and up-selling to grow the client's business and improve the user experience.



Contact Information

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Portfolio

<https://tizianadandrea.com>

Skills

Professional

- Result oriented
- Team Management
- Product Management
- Client Management
- Project Management
- Online Marketing

Technical

- Office Suite Apps
- CMS
- eCommerce
- HTML, CSS3
- JavaScript
- Phonegap
- Web Analytics
- Photoshop
- SEO
- Scrum
- Kanban

Personal

- Creative
- Leader
- Team Player
- Self efficient
- Open Ended
- Trustworthy
- Driven
- Full of energy

Languages

- Italian
- English
- Spanish

Highlights

Product/Client Manager

- 1st year client satisfaction survey went up from 4.7 to 6.3 points.
- 2nd year I successfully launched the new OM platform for Sunglass Hut getting a score of 8 in the client satisfaction survey.

Operation Manager

- New business launch completed in 1 month.
- 1st year target achieved in 5 months.
- +25% ROI in the first year thanks to an incentives scheme I conceived to motivate the employees
- M&T certified as institutional provider for Continual Medicine Education courses.
- Web marketing and new web design for both the Italian and the Spanish business

Customer Service

- After only 6 months I was promoted to a senior operation position.

Others

- In 2001 I have published two leaflets for the Alitalia in-flight magazine.
- In 2002, CUOA published my paper: "A statistical and economical investigation about the small and medium enterprises of my Region" in collaboration with IESE Business School of Barcelona.
- Erasmus Program Universidad de Oviedo (1998).
- Illustrations for the book "Trees and hedges of the southern Friulana plain" (1995).

Cat: Where are you going?

Alice: Which way should I go?

Cat: That depends on where you are going.

Alice: I don't know.

Cat: Then it doesn't matter which way you go.

Operation Manager

2009 - 2013

M&T España S.L. (Barcelona)

I settled up the Spanish operation for a business focused on marketing investigation, customer care and online courses. My line manager was the CEO based in Italy and I was responsible for 15 staff members.

Resource Planning Analyst

2005-2008

Siemens I.T. Services and Solutions (Ireland)

Responsible for ensuring that the SLA were met through an effective forecasting and resource planning, modeling and supporting implementation of any new business.

Tecnical Support/Customer Service

2005

Cisco Systems (Belfast-Ireland)

Controller/Account Manager

2001-05

Zanussi Metallurgica (Italia)

Web/Graphic Designer

1999-2001

OverIT - Bofrost (Italia)

Responsible for the company brand image on y off-line.

Education

**2007 POSTGRADUATE IN
MARKETING MANAGEMENT**

University College of Cork

**1999 MASTER in BUSINESS
ADMINISTRATION**

University of Udine

Courses and Certifications

- ≡ 2018 - **PSPO I** (Scrum.org - BCN)
- ≡ 2017 - **Phonegap/Frontend-developer** (Castinfo - BCN)
- ≡ 2016 - **Digital Marketing** (Google - BCN)
- ≡ 2016 - **Official Client/Server Web Developer professional certificate** (Barcelona)
- ≡ 2016 - **Thai massage** certification
- ≡ 2016-17: PHP, Prestashop, AngularJS, Bootstrap, Visual Studio, Java introduction, UX, UI and responsive design, mobile and inbound Marketing, ASO, SEO, SMM, **Scrum**
- ≡ 2012 - SEO-SEM
- ≡ 2006 - **Cambridge Advance Certificate of English as foreign Language** ESOL

... more @ <https://tizianadandrea.com>

& <https://www.linkedin.com/in/tizianadandrea/>