



# Gabriele Taviani

SENIOR E-COMMERCE MARKETING

## Profile

My career encompasses leading digital marketing initiatives, managing e-commerce strategies, and steering company digital transformations. He has demonstrated proficiency in SaaS marketing, international business development, and team leadership, significantly contributing to the growth and digital evolution of various organizations.

*Experienced e-commerce marketing, specializing in digital strategies and online sales optimization. Proficient in leveraging marketing automation tools and data analysis for crafting key strategies. Passionate and up-to-date on the potential of generative AI. Skilled in market analysis, ROI enhancement, team leadership, and developing strategic partnerships. Committed to utilizing new technologies to maximize the effectiveness of marketing campaigns.*

*The best way to understand my skills and knowledge is to download and read the ebook: <https://cutt.ly/gnsG9BU>*

## Employment History

### ECommerce & Digital Marketing, ECOR NATURASI SPA, Milano

SEPTEMBER 2022 – PRESENT

Engaged in a fixed-term collaboration to develop e-commerce marketing strategies using data. Responsible for budget construction and management control system to monitor the sales-cost ratio using BI with dynamic graphical dashboards. Managed the 360° integration of the acquired startup, Portanatura Srl. Developed marketing automation strategies for 2 e-commerce platforms using SalesManago. Created multi-channel performance data analysis BI environments using Google Lookerstudio. Coordinated and led a mixed team in operations management and post-sales operations, including logistics and shipping.

### CEO - Startup Founder, SLYMETRIX SRL, Rome (IT)

JANUARY 2020 – DECEMBER 2022

Co-founder of a startup specializing in the creation of an **E-Commerce Business Analytics SaaS Tool**, leveraging over 10 years of experience in e-commerce marketing. Responsibilities included company administration, fundraising, investor relations, and international marketing of our SaaS product. Managed customer acquisition and setup coordination. Additionally, oversaw the company's liquidation, including the transfer of corporate and technological assets, while assisting the buyer in developing sales strategies.

### Consultant, Brokerad Ltd, London (UK)

JANUARY 2019 – DECEMBER 2019

Brokerad is an innovative digital distribution consultancy, focusing on Data-Oriented Digital Marketing solutions for E-Commerce. My role involves penetrating the Italian market by offering training and management consultancy services to E-Commerce and Retail companies.

### Digital Officer (eCommerce Project Manager), BottegaVerde Srl, Biella (IT)

SEPTEMBER 2017 – DECEMBER 2018

At Bottega Verde, a renowned cosmetics brand with over 400 stores and a strong online presence, I spearheaded the digital strategy overhaul. This included establishing a digital office to drive the company's digitalization through e-commerce and mobile apps, enabling market expansion and acquisition of new Italian and international markets.

## Details

Viale Dell'innovazione 13  
Milano, 20126  
Italia  
3472353465  
[gtaviani@gmail.com](mailto:gtaviani@gmail.com)

### NATIONALITY

Italian

### DRIVING LICENSE

a+b

### DATE / PLACE OF BIRTH

11/12/1988

Italy

## Languages

Italian

English

Portuguese

## Skills

Team Coordination & Direction

E-Commerce Budget & Forecast

Marketing Automation Strategy

Data Driven Analytics

Meta (Facebook) Business Manager

Google Analytics 4

Google Tag Manager (Server-Side)

Google Cloud (Big Query)

Trello/Asana Project Management

SalesManago (CDXP)

Google Ads + Merchant Center

Adroll/Pinterest/Programmatic

Mobile App Marketing

Product Feeds Management

## Writer and Teacher, Freelancer, Milan (IT)

FEBRUARY 2017 – AUGUST 2017

Author of "RETARGETING," a professional digital marketing text published by HOEPLI, available in bookstores since July 14, 2017. Lecturer for the "DIGITAL & E-COMMERCE MARKETING" master's course organized by NETCOMM Italy in autumn 2017 and again in 2018. Additionally, served as a moderator in workshops at the Netcomm Forum.

## E-Commerce Director, WishDays Srl (Smartbox Group), Verona/Milano (IT)

JUNE 2014 – FEBRUARY 2017

Managed over €500,000 in annual online spending for Wishdays, owner of "EMOZIONE3," acquired by the SmartBox group in 2016. In approximately two years, I developed a multi-channel yield analysis model beyond last-click metrics, heavily invested in mobile advertising and Facebook Retargeting, leading to a 400% increase in e-commerce sales within 1.5 years. I also built a five-person team from the ground up.

## (BRAZIL + UNITED KINGDOM)

2012 – 2014

## CEO - Startup Co-Founder, Paypersocial Ltd, London (UK)

MARCH 2012 – JUNE 2014

At Paypersocial, an innovative startup in Social Affiliation Networking, I was instrumental in the ideation and design of the online platform. I coordinated the Production Team, initially in Brazil before transitioning to Moldova. My role also involved creating and consolidating commercial distribution strategies, targeting customers/advertisers such as Partners, Agencies, and Brand Companies across the US, Italian, UK, and Brazilian markets.

## (BRAZIL)

2007 – 2012

## Country Manager Brazil, Effiliation SA, Sao Paulo (BR)

MARCH 2011 – MARCH 2012

Established the South American branch of Effiliation, a French international group, in Sao Paulo, Brazil. Managed start-up operations, including international joint venture contracts, business plans, budget planning, and bureaucratic processes. Oversaw marketing management, formulating strategic plans for market entry and partnerships. Responsible for the design of the organizational structure and recruitment of specialized personnel, growing the team to 6 officers by August 2011. In sales management, secured key clients and strategic partners, establishing significant business relationships with major players in the Brazilian Internet market, including Buscape and Mercatolivre.

## Director - Co-Founder, Slytrade Ltda, Sao Paulo (BR)

SEPTEMBER 2009 – MARCH 2011

Developed an online affiliate network in Brazil, modeled after TradeDoubler and Zanox. Managed coordination and development of application with localization for in-house online platforms. Successfully affiliated over 25,000 Brazilian publishers and negotiated with more than 30 Brazilian clients for approximately 150 campaigns. Engaged in international partnerships and actively participated in Online Performance Marketing events.

## Mobile Project Marketing, Banderantes SA (TV Band), Sao Paulo (BR)

AUGUST 2008 – SEPTEMBER 2009

Localized OneMedia Spa's mobile payment platforms for credit card-based mobile phone credit recharging in Brazil. This involved analyzing the Italian platform, designing its porting to Brazil, and coordinating its installation and localization with Brazilian mobile operators. Managed relationships with credit card operators for integrating online mobile payments via WAP and SMS, and with Brazilian

Magento2

Channable

Amazon Partner Portal

## Hobbies

Sky/MonoSky, Sail, Tennis, MotoBike, MontaigneBike, Travel, Adventure

## Links

[Blog](#)

[Linkedin](#)

[Facebook](#)

mobile operators for system integration. Structured the management organization for activity management, fraud control, and customer relations (HelpDesk). Led the planning and execution of mobile and web campaigns for the services, and managed the technological and relational intermediation between Italian and Brazilian companies.

### **Country Manager Brazil, Brasileiro Ltda, Sao Paulo (BR)**

JANUARY 2007 – AUGUST 2008

Managed the coordination of e-commerce operations for the Brazilian charter airline BRA, focusing on the online sale of air tickets in Europe.

### **(ITALY + ROMANIA)**

1991 – 2006

### **E-Commerce Manager, Olitalia Srl, Forlì (IT)**

JANUARY 2006 – DECEMBER 2006

Oversaw all online e-commerce sales processes, encompassing both pre and post-sale activities. Managed international web marketing strategies, including SEO and SEM.

### **Marketing Manager, Studio Pleiadi Srl, Cesena (IT)**

JANUARY 2003 – DECEMBER 2005

Managed marketing activities for a Web Agency within the Technogym group, focusing on the design and packaging of web services. Handled direct sales to medium/large Italian clients and public administration entities.

### **Director - Co-founder, Ri.Bu Srl, Cluj Napoca (RO)**

FEBRUARY 1999 – DECEMBER 2002

Launched and managed a Software House (website) and Contact Centre, overseeing recruitment and team management of up to 40 personnel.

### **Sales Manager Italy, Autoadesivi Srl, Modena (IT)**

JANUARY 1998 – DECEMBER 1998

Managed the commercial distribution of products in the Italian market, utilizing trade fairs and direct B2B contacts for outreach and sales.

### **Sales Manager Italy, Data Consult Srl, Modena (IT)**

JANUARY 1994 – DECEMBER 1997

Organized and managed the distribution of electronic document archiving services across Italy.

### **Trade Agent, DeAgostini Spa, Rome (IT)**

JANUARY 1991 – DECEMBER 1993

Held the role of a single-agent agency for two Italian provinces, managing and executing agency mandates in these regions.

## **Education**

### **Continuing Education**

2004 – 2022

Continuous self-taught training in business administration and online marketing

### **Director, E-Commerce Growth Academy, eLearning**

FEBRUARY 2021 – APRIL 2021

E-Commerce Budget & E-commerce Campaign Management Specialization

### **Expert, E-Commerce Growth Academy, eLearning**

MARCH 2020 – JULY 2020

Advanced Masterclass in Digital Marketing Data-Driven for E-Commerce

### **Trainer, Netcomm Academy, Milan (IT)**

OCTOBER 2019 – NOVEMBER 2019

Data-Driven Digital Marketing Masterclass Coordination and Teaching

**Expert, Facebook, London (UK)**

MARCH 2019 – DECEMBER 2019

**Trainer, Netcomm Academy, Milan (IT)**

OCTOBER 2018 – NOVEMBER 2018

Data-Driven Digital Marketing Masterclass Coordination and Teaching

**Data Driven Marketing, Master, Online**

SEPTEMBER 2011 – JULY 2013

**Web & Digital Marketing, Master**

SEPTEMBER 2006 – MARCH 2011

**ITIS & Commercial Institute, Cesena (IT)**

1983 – 1989

## Linkedin References

**Roberto Liscia, Presidente di Netcomm**

2019

Gabriele is certainly a great expert in digital marketing and one of the most expert in the field of retargeting. It is certainly an important contributor to our Netcomm Masters in Digital Marketing. His high specialization is much appreciated by students who have repeatedly emphasized the qualities of teacher

**Mario Bagliani, Senior Partner at Netcomm Services**

2019

Gabriele is one of the best professional in digital. Great experience, strategic vision, hands on tech and team. I hope in future projects together

**Marco Tosi, Founder & General Manager at 42 srl**

2019

Gabriele is the greatest expert in digital marketing aimed at e-commerce that I know. Unconventional profile, with very specific and innovative ideas on how to optimize traffic acquisition to get more sales. Super passionate, a true geek of digital marketing.

**Edoardo Salvucci, Global Strategy & Operations Lead at Meta**

2019

Great professional and expert in the digital field. Gabriele has always demonstrated passion and enthusiasm in challenging traditional business models and media mix by proposing innovative solutions for the retail client we have been working on. At the same time, Gabriele has been always conscious about measuring results correctly and valuing the importance of the use of alternative attribution models when investing in digital. At Facebook, we appreciate when a client is hungry to adopt new solutions by giving importance to measurement as well. Thanks Gabriele for the amazing impact you have had while working with us!

**Eric Nies, Advisor to Expansion-Minded ISVs Growing in the D365 & Acumatica Channels in the USA & EU**

2006

I have worked with and know Gabriele for a number of years. He is reliable and focused on quality delivery. Great relationships with in a serious approach.

**Andrea Dusi, Co-founder and Board Member at Treccani Futura**

2016

Gabriele is an outstanding professional with a strong know how on all online and mobile marketing activities. He is very proactive, full of energy. Very emphatetic and willing to give his best in every activity he performs. He has been giving a great support

for the online activities on my company enabling us to achieve great results in a limited period of time. I strongly recommend him.

### **Sebastiano Destri, E-Commerce Director Smartbox**

2017

I have worked with Gabriele after the acquisition of Emozione3 by the Smartbox Group. Gabriele was in charge of the digital marketing strategy of Emozione3. Gabriele is a talented digital marketer, with an in-depth knowledge of the new trends, at a global level. He is up-to-date with the latest mobile and payment innovations coming from Asia and is first in line to apply them in Europe. His knowledge of digital marketing is unparalleled and his is a 360 degrees approach. Gabriele is very good at thinking outside the box and in finding digital niches where to thrive. I highly recommend Gabriele, he is a truly talented digital professional and any company would benefit from his expertise.

### **Giuseppe Fresu, Sales Team Manager at Pinterest**

2015

I had the pleasure to work with Gabriele for a behavioural prospecting and retargeting project for Wish Days and I can say that he is not only a precise, openminded and dedicated eCommerce Director but also an inspiring expert. Working with Gabriele is a signature of success. I can highly recommend working with him!

### **Stefano Ivan Aldrovandi, International business advisor - Founder at Mall of Ideas**

2010

Gabriele is one of those people who are brimming with the most brilliant thoughts. He is one of the most passionate professional I have ever met and one of the very few people for whom 'sky is not the limit'. He is hard-working in getting things done. He is driven by his dedication to achieve task, always focused and drives towards it with enthusiasm to succeed. He has a great positive attitude, experience, high integrity, great social skills and has high energy which reflects in his work. I believe he is really good motivator / colleague. It is pleasure working with him. As an individual, he is very thoughtful and is owner of a pleasing personality & smile. I sincerely wish him all the success in his present and future endeavors

### **Ana-Maria Tîgîr**

2011

I've met Gabriele as my first employer, and I am grateful to say that I learned so many things from him. He is a visionary, and always enthusiastic about his work and ideas – he certainly has also the means and knowledge to support his vision, being at the same time a very organized manager. But most of all, the energy and enthusiasm are the key elements to his success, along with a genuine interest towards the well being of each member of his team.

### **Luna De Zorzi**

2015

Gabriele has been a mentor throughout my experience in Wish Days. He is a passionate professional who loves to share his expertise with his team. He definitely is a wise and creative manager, with a strong orientation to business success. Thanks to his wide experience in behavioral marketing and web advertising strategies, he is now one of the main expert in the field. I have the greatest admiration for Gabriele and it has been a pleasure working in his team.

### **Data Processing Authorization**

I authorize the processing of my personal data present in the curriculum vitae pursuant to Italian Legislative Decree 30 June 2003, n. 196 and of the GDPR (EU Regulation 2016/679).