

GABRIELE SIRTORI

WORKING, FOR A GOAL:

Born in Lecco, Italy, in 1996.

I love to try to understand people's minds. **My goal** is to create products and services that really help them and make them feel emotions.

My vision: a world where every individual can have access to products tailored according to his needs and desires.

WHAT I EXCEL IN:

STATISTICS & MATH

- Descriptive data analytics (bivariate analysis, clustering techniques, Factor Analysis)
- Predictive models (linear and logit regression, simple Neural Networks)
- Data visualisation and representation

TECH TOOLS + CODING

- Advanced user of Excel and Power BI
- highly confident with SPSS, R, Python, SQL

BUSINESS DEVELOPMENT

- Qualitative research for Customer development and Product testing
- Experienced in digital campaigns creation and management (Facebook Ads and Google SEA)
- lean start-up strategic mindset

SOFT SKILLS

- Excellent oral and written communication skills (both Ita and Eng)
- Fast learner
- Extremely committed and flexible

FACTS I AM PROUD OF:

GMAT: 710. Quant: 47(60%) | Verbal: 41 (94%)
Test date: 22nd Feb. 2019.

PUBLICATION: Edited book: Bottos, G., Rustichelli, F., Schiavi, F., Scita, J. & Sirtori, G. (2019). "Il Trono di Sabbia - Stato Nazioni e Potere in Medio Oriente". Rosenberg & Sellier. (Specialized publication about "State, Nations and Power in the Middle East")

CONTACTS

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WHERE I STUDIED:

BOCCONI UNIVERSITY, MILAN - STRATEGIC + QUANTITATIVE KNOWLEDGE

MSc Marketing Management - major in Big Data and Business Analytics

- Sep. 2019 to May 2021, Avg. Grade: 28.2/30
- Field projects: Reckitt-Benckiser (Qualitative Research in FMCG); GDOWeek (Designing the Point of Sale of the future); Darling Sun (Brand strategies in cosmetics); Bocconi University Official App (Product development); Mattel (Strategic Marketing & Analytics); Quantitative research about perception of programmatic advertising on Gen Z

CA FOSCARI UNIVERSITY, VENICE - I DID A PIVOT!

Free plan - Department of Business Administration

- Sep. 2018 to May 2019, Avg. Grade: 26.9/30
- I gave exams in Economics and Business for a total of 54 ECTS. They were necessary for accomplishing my goal: getting admitted to a MSc in Marketing Management.
- Courses: Statistics, Business strategy, Corporate Finance, Accounting and Business Administration, Italian Commercial Law, Management Accounting, Marketing.

CA FOSCARI UNIVERSITY, VENICE - COMFY OUTSIDE COMFORT-ZONE

BA in Middle Eastern Studies (languages, literature, sociology and Int'l relation)

- Sep. 2015 to July 2018, Final Grade: 110/110 with Merit
- Major: Persian and Arabic languages, histories and cultures
- Thesis on strategical decision making during cold conflicts: "Environmental challenges and thirst for development: Hydropolitics in the international basin of the Hirmand River"
- Out-of-comfort-zone study travels: Tripoli (Lebanon); Mashhad (Iran); Cairo (Egypt)

WHERE I GOT MY HANDS DIRTY:

JUNIOR MARKETING MANAGER - INTERNSHIP - DATA + COMMUNICATION

Airhome Invest International Srl (proptech startup) | June 2020 to present

- Airhome Invest is a startup based in Fintech District, Milan, selling a SaaS tool for investors in search of Real Estate properties.
- We are applying "**lean startup**" methodology with the help of PlayGlobalSolution LLC (a strategy consultancy firm based in San Diego (CA, US)).
- Key responsibilities: (a) **data analysis** (performed market research, in-depth interviews, organized beta-tests and made regular suggestions for product improvements); (b) **communication** (managed social media content and sponsored campaigns; wrote press releases and carried out PR activities)
- Participated in the development of the long term pricing and marketing strategy.

CONTRIBUTOR AND GROWTH SPECIALIST - MARKETING FOR CONTENTS

Pandorarivista.com (specialized magazine) | Apr. 2016 to June 2020

- Since 2016: regular contributor and then editor of Middle East Section.
- Since Jan. 2020 leader of the team designing and conducting the **2020 subscription social media campaign**.

MARKETING EVEN IN MY FREE TIME:

AMAZON.COM CAMPUS CHALLENGE - BOOSTING ONLINE SALES

Competition organized by Amazon Italy. I helped a small clothing company (Overdrive Italy) to promote and sell their products on the platform

LOCAL VOLUNTEERING - PROMOTING EVENTS IN MY TOWN

Member of the youth association of my town, "Gruppo Giovani QuasiAmici". We organize several activities, among them a three-day festival with live music and food which takes place every summer since 2016.