

MATTEO SECCHI

Product Manager



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<http://travellingaround.org>

EMPLOYMENT

Jun 2014

PRODUCT MANAGER

lastminute.com

- Developed, managed and executed pricing strategies for Flights and Hotel products managing day to day pricing and yield activity, including support for daily/weekly trading meetings, competitive reviews, supplier performance trends, destination analysis and channel-level performance analysis.
- Managed and executed the CMS migration from old legacy platform to new Adobe CQ5 platform, taking care of page design, UX, SEO and web analytics variables. Results show an improvement in CR up to 40%.
- Leverage competitive data, market pricing analysis and key performance measures to drive insight into opportunities to increase yield across a broad range of marketing channels such as CRM campaigns, PPC and merchandising.

Jan 2012

MARKETING SPECIALIST

Marsh & McLennan companies

- Managed public speaking and presentation skills course to support the sales team to develop their presentation skills with focus on slide design, voice tone and body language to capture audience's attention.
- Redesigned European external newsletter delivering new guidelines to other marketing specialist across Europe and setting up processes to improve sharing across marketing departments.
- In charge for CRM: producing content and designing through HTML and Exactarget professional email. Successfully implemented Salesforce to segment and target customers and to deliver upcoming products.

EDUCATION

2011

MASTER DEGREE INTERNATIONAL ECONOMICS AND BUSINESS
Università Politecnica delle Marche - Ancona, Italy

2009

THE SWEDISH ECONOMIC MODEL
Stockholm University - Stockholm, Sweden

2009

BACHELOR DEGREE IN MARKETING AND MANAGEMENT
Università Politecnica delle Marche - Ancona, Italy

PROFESSIONAL SKILLS

Analytics	●	●	●	●	○
Ecommerce	●	●	●	○	○
Statistics	●	●	●	○	○
Presentation	●	●	●	●	○
Coding	●	●	○	○	○
UX	●	●	●	●	●
SEO	●	●	●	●	○

PROFESSIONAL HIGHLIGHTS

- + More than 3 years **web analytics** experience including analytical ability to derive actionable insights from large datasets and knowledge of HTML, CSS, JavaScript and jQuery. Google Analytics and Google Adwords **Certified Partner**.
- + Experienced in developing and executing wide range of **digital strategies**: trading, conversion optimization, web design, SEO, mobile optimization.
- + Build, manage and track the success of **conversion optimization plans** using A/B testing, multivariate testing, radical redesigns and UX testing.
- + Experienced in managing and implementing process and ability to organize, interpret and summarize findings, **creating presentations and report** to manage a wide range of stakeholders at various levels.
- + **Founded and managed** **travellingaround.org**, a travel and leisure website that includes a blog, a photographic portfolio and a profile section (built using Parallax scrolling techniques).
- + **Traded domains**, buying strategies based on key performance indicators, creation of temporary landing page to optimize income and sales through brokers websites.