



## About Me

Communicative Italian graduate in Marketing and Communication, based in Amsterdam. I have a big passion for Digital Marketing and communication, with many years of experience and proven skills in B2B and B2C.

I am a versatile thinker, applying common sense and objectivity to evaluate and determine solutions. Positive attitude, flexible, proactive, open-minded and resourceful

**ALESSANDRA  
TUPPUTI**  
DIGITAL MARKETING

## Skills



## Contact

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Admiraal de Ruijterweg  
253/2 - Amsterdam

## Expertise

- Highly Organised
- Email Marketing
- Social Media
- SEO
- Google Analytics
- Coaching
- Leadership
- Customer Operation

## Language

Italian

English

Dutch

## Social



## Experience

**Freelancer - Oct. 2018 - Present**  
*Web Designer & Content Creator*

- Websites design, landing pages, email design;
- Social media content creator and email marketing;
- Content and technical SEO Specialist;
- Guard quality editorial content, tone-of-voice and SEO value

**UMBRA - Almere July 2020 - June 2022**  
*B2B Customer Operations*

Umbra is a Canadian company specialising in industry experience that provides original, modern, casual and affordable designs for every room as well as Bars, Restaurants, and Hotels. In this role, I was in charge of managing several territories (Italy, Spain, Portugal, Croatia, Bulgaria, East Europe, Romania, and Hungary.

- Solving customer queries including account set-up, maintenance, sales, order tracking, product/pricing information, credit adjustments, returned merchandise, and stock;
- Solving E-commerce orders and returns, proactively replying to consumers' complaints;
- Deliver Exceptional Customer Support:
- Run sales reports;
- Take orders via telephone, fax, respond to email inquiries;
- Managing inbound shipments, such as shipments from our warehouse to the supplier



# ALESSANDRA TUPPUTI

## DIGITAL MARKETING

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#### Sungevity - Amsterdam Sep. 2018 - Dec. 2019

*Technical Sales & Project Manager*

Sungevity specialised in Solar panels. When I first started to work at Sungevity I was in charge of:

- Managing the first contact with our potential clients, Identifying their needs and wishes;
- Crucial was the coworking with other departments such as sales and RSD, responsible for designing the client's rooftop project.

Afterwards, I rolled into the **project manager** position and my main tasks were:

- Ensuring the effectiveness of execution partners (installers, component suppliers);
- Reporting on the progress of systems installed, systems online, customer service and issue management
- Ensuring projects were executed according to KPI and quality targets.
- Monitor and analyse monthly KPI to keep tracking the installations

#### Spotzer - Amsterdam Feb. 2017 - May 2018

*Client Manager & Web Designer Revision Specialist*

Spotzer is a technology marketing services web that inspires Small to Medium Businesses across the globe to embrace the digital world.

As **Client Manager**, I was in charge of

- Managing B2B partner's relationships;
- Highly focus on customer's digital marketing needs to achieve a tailored strategy;
- Day-by-day in communication with clients based worldwide via emails, chats and calls for technical and customer support;
- Manage multiple projects with multiple clients at the same time;
- Create and manage technology marketing services for customers, such as websites, e-commerce pages, SEO pages, blog articles, and booking services.

As a **Web Designer Revision Specialist**, I was in charge of:

- Working with "platinum Clients", clients with particular and different issues on their website such as misalignments and finding solutions for demanding client requirements;
- Carry out revision requests to deliver projects according to a revision brief;
- Providing feedback to other designers, inspiring them to deliver great products

### Education

#### 2006 -2009

*European Institute of Design (IED) Rome*

Bachelor Degree in Marketing & Communication

#### Jan.2016 - Jul.2016

*School of Informatics & Multimedia - Bari*

Professional Course in Web Designer, HTML5 CSS, Responsive Design

#### Present

*Growth Tribe Amsterdam*

On line Professional Course in Growth Marketing, date marketing strategies and learn to drive growth, the right way.