



FRANCESCA PIZZI

ADTECH PLATFORM EXPERT

SKILLS

Data Analysis and Visualization
Problem solving
Client consultancy
Programmatic Advertising
Product Management

LANGUAGES

Italian
Native proficiency

English
Professional proficiency

French
Elementary proficiency

IT SKILLS

PROGRAMMING LANGUAGES

SQL, HTML, LaTeX

TOOLS

Data Visualization (Tableau,
Microsoft Power BI)
Neodata exaudi DMP
Neodata ad.agio Adserver
DSP (Amazon, Sizmek, Google
DV360)
SSP (Rubicon, Google Ad Manager)
Google Adwords
Facebook Business Manager
Hive
Matlab
R

WORK EXPERIENCE

AMAZON

2020 - Present

PROGRAMMATIC SOLUTIONS CONSULTANT, AMAZON DSP

- Owning the relationship with programmatic trading desk managers, engaging with multiple customer organizational levels to understand business objectives
- Providing services such as onboarding, trainings, trade desk support plans, continuous product usage consultation
- Analyzing and interpreting data to identify improvement areas, root causes, and formulate enablement and adoption recommendations
- Driving the evolution of Amazon DSP by assisting customers with product beta participation, capturing customer feedback, and collaborating closely with cross-functional Amazon teams (Product Management, Engineering, Analytics, and Specialists)
- Defining and improving processes and tools for the Programmatic Solutions Consultant team to better serve customers

NEODATA GROUP

2018 - 2020

CUSTOMER SUCCESS MANAGER DMP / ADSERVING / TECH SERVICES

- Responsible of customer relationships and technical support, supervision of projects to ensure that they are delivered on time within budget and within scope.
- Collaboration with other teams for product development (dashboards, reporting, user experience, user interface)
- Responsible of NESSIE - UPA Data Lake: project aimed to enrich profiles of common users for member Companies

SIZMEK (FORMERLY ROCKET FUEL)

2016 - 2018

SENIOR PLATFORM CONSULTANT DEMAND AND SUPPLY

- Management of direct clients and big agencies utilizing Sizmek DSP: consultancy, trainings, set-up of campaigns, creatives trafficking, analysis and optimization
- Responsible of Supply for Italian market

ACCOUNT MANAGER DSP

- Campaigns analysis and insights creation for customers
- Regular communication with clients



Viale Sarca 91/A, 20125, Milan, Italy



franci.pizzi@gmail.com



+39 339 6854620



linkedin.com/in/francesca-pizzi



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ADTECH PLATFORM EXPERT

RCS MEDIAGROUP

2014 - 2016

PROGRAMMATIC SPECIALIST SUPPLY & JUNIOR INVENTORY MANAGER

- Management of RCS inventory through programmatic advertising
- Delivery optimization of unsold inventory through open auction
- Analysis of campaigns delivery and KPIs

INVENTORY ANALYST

- Analysis of the historical trends in paid and organic traffic on RCS websites

EDUCATION

MASTER OF SCIENCE DEGREE IN MATHEMATICAL ENGINEERING - STATISTICS • POLITECNICO DI MILANO

Sep 2011 - Apr 2014

BACHELOR OF SCIENCE DEGREE IN MATHEMATICAL ENGINEERING • POLITECNICO DI MILANO

Sep 2007 - Jul 2011



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