



# FRANCESCO PIO

## ARMENISE

### TECHNOLOGY SPECIALIST

## CONTACT

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## EDUCATION

- 2014 - current  
UNIVERSITÀ DEGLI STUDI DI BARI
- Bachelor of Computer Science

## SKILLS

- Teamwork
- SQL Data Analysis
- Marketing Automation
- Communication
- Manage new resources
- Microsoft Office Suite

## LANGUAGES

- Italian
- English

## CERTIFICATIONS

- Dynamics 365 Customer Insights (Journeys) (MB-220)
- Dynamic Yield Personalization Expert

## HOBBIES

- Coding
- Lego Building
- Photography
- Reading

## PROFILE

Motivated and results-driven Technology Specialist with experience in marketing automation, CRM platforms, SQL data analysis, and Python Script. Skilled in collaborating with cross-functional teams to develop and implement new feature in CRM platform. Demonstrated ability to manage new resources and dedication to work.

## WORK EXPERIENCE

**EY** 2023 - PRESENT  
Senior Technology Specialist

- Developed and implemented Python scripts for automating the data upload process from Excel files to CRM systems, significantly improving workflow efficiency and data accuracy.
- Worked closely with external teams to provide technical and functional support to clients during the implementation of new software features, ensuring client satisfaction and adherence to delivery timelines.
- Oversaw the overall management of projects from inception to completion, including planning, progress monitoring, and stakeholder communication. This involved managing critical deadlines, troubleshooting issues, and delivering quality solutions on time.

**EY** 2020 - 2023  
Junior Technology Specialist

- Guiding clients on the use of CRM platforms and implementation of new features to achieve successful marketing campaigns.
- Collaborating with cross-functional teams to support clients in creating and executing effective marketing strategies.
- Developing and implementing marketing automation strategies to improve workflow and increase efficiency.
- Analyzing and managing data using SQL to provide valuable insights for clients.
- Creation and Maintenance of SAP Roles
- Demonstrating proficiency in various CRM platforms, including SAP Marketing On Premise and SAP Marketing Cloud.

**TARGET ITALIA** 2019-2020  
Salesperson

- Demonstrated effective communication skills to promote products and services to customers.
- Maintained high levels of customer satisfaction through exceptional service.
- Managing inventory and resolving customer complaints.