



# RUTO MARCO

December 9<sup>th</sup> 1985

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## ABOUT ME

An organised, confident and motivated resource with experience in the ICT field with focus on digital, marketing management and analytics. Expert in creating integrated marketing campaigns based on data analysis, lead project team, leveraging the peculiarities of the marketing tools in order to achieve the best results possible

## QUALIFICATIONS

1<sup>st</sup> Level Master degree in data analysis, business intelligence e data science  
Attended from March 2020 to March 2021, University of Turin

Master's degree in communication, ICT & media  
Faculty of legal, economics and social sciences, University of Turin

Bachelor's degree in political sciences  
Faculty of political sciences University of Turin

High School Science  
Cairoli (Turin) - scientific high school

Google  
Google analytics basic – until 2022  
Google analytics advanced – until 2022

SAS  
Sas Programming essential

## LANGUAGES

Italian - native  
English – B1

## INTERESTS & HOBBIES

- Passionated about sport industry, in particular , cycling and outdoor sport.
- Passionated about technology
- Passionated about Lego bricks
- I love food and wine culture and I attended a three year courses for sommelier at AIS (Associazione Italiana Sommelier).

## EXPERIENCE

### UNIVERSITY OF TURIN – ECONOMICS AND STATISTIC DEPARTEMENT “COGNETTI DE MARTIIS”

#### DATA ANALYST – Nov 2020/Feb 2021

Curricular stage of Master ADABI, working on two research project:

1. Health Analytics: use of health and climate-related big data to study the correlations between exposure to pollutants and diagnostic report data.
2. Neural networks for archives: Classification of iconographic and archival resources with ANN (Artificial Neural Networks)

Technologies: Python, SQL, AWS  
Academic tutor: Prof. Roberto Leombruni

### CHIESA GROUP s.r.l

#### ICT PROJECT LEADER – Apr 2020

In charge of delivering digital transformation and technological innovation projects of the company. Working on implementation of new ERP system, e-commerce platform and web site, IT infrastructure and new company brand identity.

### MARINO BUS s.r.l

#### MARKETING MANAGER – Oct 2017/Mar 2020

In charge of marketing and communication activities, both on traditional and digital channels. Focused on project management, team leadership, supplier and partner management.

### GNAMMO s.r.l

#### DIGITAL MARKETING & ACCOUNT MANAGER – Sept 2014/Sept 2017

In charge of digital marketing and partner activities. Working with a variety of brand like Coca Cola, 20th Century Fox, Birrificio Angelo Poretti, Ferrarelle, Emergency, Sambonet, Meetic, Olio Monini and more.

## SKILLS

### Utilities

Office 365  
Google Suite  
Microsoft OS  
Mac OS

### Software

Digital Marketing

- Google ADS
- Google Analytics
- Facebook ADS
- Contact Lab, 4dem.it

Coding for Data Science

- Python, SQL, Excel

## SOFT SKILLS

### Management

Team leadership, project management

### Communication

Pr, Digital PR, sponsorship, radio, OOH,

### Marketing

Analysis, research, plan

### Digital Marketing

Digital ADS, SEM, PPC, Social ADS

### Data Science

Data Mining, BI, Analytics,  
Data Visualization