Andrea Ciccia

Marketing Operations · Data Systems · Automation

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Professional Profile

Systems builder who uses marketing as the domain. I build the operational layer behind acquisition: **Airtable bases with automations and AI agents, n8n workflows**, reporting pipelines on the Meta and Google Ads APIs, CRM data architecture and lifecycle sequences — and I run the campaigns too: **20–30 SMB accounts**, ~1,100 leads/month at sub-€9 CPL. Previously inside Meta (Lisbon), advising **advertisers investing €100K+/month** on campaign structure and signal quality. When a process repeats, I automate it; when a rule can be computed, I keep it out of the prompt.

Professional Experience

Marketing Ops & Performance Consultant

Aug 2025 – Present

Freelance · Italy

– **Built automated reporting pipelines in Python on the Meta and Google Ads APIs, feeding Google Sheets dashboards and daily Slack reports used every day by owners and clients.**
– Led data architecture and API integration of a custom CRM — structure, connections, visualisation.
– Designed lifecycle email sequences (GoHighLevel) and the appointment-setter workflow in the CRM.
– Managed 20–30 client accounts on Meta and Google; used Claude with the Meta Ads connector as an audit layer.
– Full-service delivery: campaigns, tracking, creative direction, AI-assisted video and copy.

Meta Marketing Pro

May 2024 – Aug 2025

Meta · Lisbon, Portugal

– **Advised European and international advertisers with monthly Meta Ads investment exceeding €100K.**
– Designed full-funnel scaling strategies: campaign architecture, bidding, segmentation, creative testing.
– Strategic advisory on pricing, positioning and budgets; direct interface with advertisers and strategy teams.
– Identified tracking and attribution issues; coordinated with technical teams to restore signal quality.

Marketing Consultant

Jan 2023 – Jul 2024

Paginesi S.p.A. · Messina, Italy

– Digital strategy and campaign management for B2B clients: goal-setting, execution and performance reporting.

Founder & Operations Manager

2018 – 2022

De Renzo&Ciccia S.r.l. · Milan, Italy

– Co-founded an F&B business in Milan: brand built from zero, social channels and local campaigns, plus P&L, back office and team.

Systems & Builds

andrea-ciccia.netlify.app/tools · github.com/DonCiccy

– **Campaign Tracker** (Airtable) — linked data, two daily automations, an AI agent with its rules computed in formulas.
– **Obsidian Weekly Digest** (n8n, Docker) — weekly Telegram digest of open decisions, read from a knowledge vault.
– **Pixel & CAPI Studio** — Meta CAPI + GTM export
– **Sheet Vault** — Apps Script data snapshots
– **UTM Builder Pro** — UTM governance
– **Script Studio** — multi-LLM script generator

Education

BSc in Communication Sciences

2021 – 2026

Digital Business Communication · Università Telematica Uninettuno

Certifications & Training

– HubSpot Marketing Hub Software — HubSpot
– Meta Certified Digital Marketing Associate — Meta
– Google Ads Search Certification — Google
– Google Ads Measurement Certification — Google
– API Beginner Learning Path — Postman
– Data Analyst training (200 h): Google Sheets, Looker Studio, Google Analytics, Power BI — Oasi Lavoro, 2025

Skills

Automation & Build	Airtable · n8n · Python · Apps Script · HTML/JS · REST APIs (Meta, Google Ads, Slack) · Postman
Marketing Ops	HubSpot · GoHighLevel · CRM Data Architecture · Lifecycle Workflows · Segmentation
AI	Claude · ChatGPT · Gemini · LLM APIs (OpenAI, Anthropic) · AI agents and prompt design
Data & Analytics	Google Sheets · Excel · Pixel & CAPI · UTM · Google Analytics · Looker Studio · Power BI · SQL (learning)
Marketing	Meta Ads · Google Ads · Funnel Optimisation · Canva · Runway · ElevenLabs
Languages	Italian (native) · English (advanced) · French (elementary) · Portuguese (elementary)