

# Matteo Gamba

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## Working experience

- Jan 2015 - May 2016  
London, UK
- Product Manager - [TransferWise.com](https://www.transferwise.com)**
- Product for the growth and marketing teams, focused on increasing the customer base through the exploration of new acquisition & retention channels (referral program, SEO, social, PPC, affiliate, mobile apps...)  
Roadmap planning, KPI definition and measurement, features specifications, prototyping and launch.
- Dec 2014 - Present
- Owner & Sole Content Writer - [all-about-airbnb.com](https://www.all-about-airbnb.com)**
- All About Airbnb is an independent website, focused on reporting news about Airbnb (including new product & UX tests, growth marketing & brand strategies) to a growing community of host and guests.
- Nov 2014 - Dec 2014  
Berlin, Germany
- Product Advisor – Mobile app - CouchSport GmbH**
- Consulting work to help the company launch [Tippn](https://www.tippr.com), a brand new iOS mobile app that redefines the football betting experience introducing simple gamified mechanics to engage and entertain users.
- Dec 2013 - Nov 2014  
Berlin, Germany
- Product Manager - [Patience.io](https://www.patience.io)**
- Building the core of Patience, an easy to use SaaS platform that allows anybody to quickly create their own e-learning website to publish & sell digital courses and teach online.
- Dec 2012 - Nov 2013  
Berlin, Germany
- Product Manager - [Wimdu.com](https://www.wimdu.com)**
- Roadmap prioritization, KPI measurement and new features planning for:
- Marketing & Growth departments (SEO on-site optimization, Social Media integration, scaling and migrating the infrastructure for CRM/email marketing)
  - Content team (setup of operations)
  - Operations and Customer Support (processes optimization)
  - A/B testing and Conversion Rate Optimization
  - User testing and interviews
  - UX/UI enhancements
- Mar 2012 - Feb 2013  
Remotely
- Social Media Consultant - Event Sound Promotion**
- Implementation of Social Media and online advertising channels for the company and its clients.
- Jan - Dec 2012  
Berlin, Germany
- Head of CRM, Social & Growth - [Wimdu.com](https://www.wimdu.com)**
- Management of the global email marketing campaigns (coordinating 7 different languages)
  - Creation of new HTML email templates
  - Monitoring bounce & spam rate to improve deliverability
  - A/B testing & customer segmentation to optimize opening, CTR & unsubscribe rates
  - Creation of lifecycle email campaigns & new strategies for customers retention
  - Brand reputation management
  - Implementation and direction of a multi-channel social media strategy
  - Monitoring and analysis of the results
  - Training for the members of the team
- May - Dec 2011  
Milan, Italy
- Product, Business Development & Online Marketing - [Wimdu.it](https://www.wimdu.it)**
- Working in a fast-paced, highly entrepreneurial environment to develop and grow the business from its very inception. Focus on multiple tasks, such as:
- Online Marketing channels for the Italian market (Social Media, strategic partnerships, PR, affiliate marketing, SEO, SEM, Facebook ads, newsletters)
  - Product specifications, quality assurance and localization of the Italian website
  - Support to the sales team
  - Acquisition and onboarding of new users, retention of the best users
  - Management of commercial partners
- Feb - Apr 2010  
Milan, Italy
- Risk Management Intern - Allianz S.p.A.**
- Main focus on the implementation of strategies to reduce the increased risk that followed the introduction of class action legislation in Italy.

## Education

Sep 2008 - Mar 2011 Milan, Italy	Università Commerciale Luigi Bocconi Master of Science in <b>Economics &amp; Management of Innovation &amp; Technology - EMIT</b> (Classes and exams in English) <span style="float: right;">final grade: 108/110</span>
Master thesis	<i>Digitization in the Publishing Industry: how the way of thinking about product has changed throughout the productive chain</i>
Aug 2009 - Dec 2009 Gainesville, USA	Warrington College of Business Administration, University of Florida Master of Arts in <b>International Business - MAIB</b> (fall semester) <span style="float: right;">GPA: 4.0</span>
Sep 2005 - Oct 2008 Milan, Italy	Università Commerciale Luigi Bocconi Bachelor in <b>Economics and Social Sciences - DES</b> <span style="float: right;">final grade: 107/110</span>
Bachelor thesis	<i>Why the world has chosen Blu? - Analysis of the high-definition media market evolution</i>

## Skills and competences

Languages	Italian: <b>native speaker</b> English: <b>professional proficiency</b> Spanish: <b>basic level</b>
Skills	<ul style="list-style-type: none"><li>• Experience with SCRUM and agile methodologies</li><li>• Emphasis on understanding user needs and problems through direct interviews and research</li><li>• Highly focused on UI / UX design and research</li><li>• Wire framing and prototyping</li><li>• Iterative MVP approach at product development</li><li>• Deep understanding of viral and growth mechanics and techniques</li></ul> <ul style="list-style-type: none"><li>• Technical knowledge: HTML, CSS, JS, SQL</li><li>• Tracking and Analytics: Google Analytics, Google Tag Manager, Search Console, MixPanel, Looker</li><li>• Online Marketing tools: MailChimp, Intercom, Google AdWords, Facebook Ads</li><li>• Social Media and content distribution channels</li></ul> <ul style="list-style-type: none"><li>• Team spirit and excellent ability in adapting to multicultural environments</li><li>• Organizational and communication skills</li></ul>
Additional information	<ul style="list-style-type: none"><li>• Launched and maintained <a href="http://all-about-airbnb.com">http://all-about-airbnb.com</a> as a side project (since 2014)</li><li>• Leadership training with <i>i-potentials</i> (2013)</li><li>• <i>In-Company Training</i> at Philips Italia S.p.A. - marketing plan for a new Philips-Nivea for Men product (2009)</li><li>• <i>In-Company Training</i> at Allianz S.p.A. - evaluation of the company's diseases branch (2007)</li><li>• Market research analysis at Doxa S.p.A. (2011 - 2012)</li><li>• Super-user (L2) for the Foursquare community</li><li>• City Scout and Deal Agent for <a href="http://Groupon.it">Groupon.it</a> (2010)</li><li>• <i>GatorNest program</i> at InfoTech - strategic consulting for the BidExpress product (2009)</li><li>• Finalist team in the Nokia University Student Business Competition (2009)</li><li>• Class delegate for the EMIT Master of Science class (2008 - 2011)</li><li>• Staff member and PR activities for the Student's Village, University Village e Music Village events</li><li>• Online sales through eBay and other e-commerce websites</li></ul>
Personal interests	Travel, DIY, new technologies, design, sharing economy, e-commerce, photography, snowboarding, kite surfing

References available upon request