

Fabrizio Martini

Front-End Developer & Agile Team Lead · eBay MarTech

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CORE SKILLS

FRONTEND

HTML5 · CSS3 · FreeMarker (Apache FTL)

EMAIL & PUSH

Adobe Campaign · Message Studio · UEP · CANVAS · WYSIWYG

EXPERIMENTATION

Touchstone · EP / A-B Testing

ANALYTICS & MONITORING

Kibana · CAL · UTP

AGILE & TOOLING

Scrum · JIRA / JQL · Confluence · Git · GitHub

CMS

Adobe AEM 6 · FatWire · WordPress

SCRIPTING

Python · JavaScript · SQL (working knowledge)

CERTIFICATIONS

Lean Six Sigma Green Belt

PROcise GmbH · Oct 2020

Lean Six Sigma Yellow Belt

eBay (ICYB) · Nov 2019

Adobe Certified Expert AEM Business Practitioner

Adobe · ID 7088051333

Adobe Campaign: Custom Development

Adobe

EDUCATION

B.A. Economics & Business Management

Università degli Studi di Siena · 2014

LANGUAGES

Italian	Native
English	Advanced / Fluent
Spanish	Conversational
Czech	Elementary

PROFILE

Eight-plus years inside eBay's MarTech organisation (via Zeta Global), building the templates and systems behind seller and buyer communications that land across 30 markets daily. My core work is **multi-channel template engineering** — FreeMarker, HTML5, CSS3 — across email, push notifications, and message center, with a particular focus on the Seller TXN & Conversion portfolio. I own the **Global Footer**: one component running across 27 locale variants and every campaign type eBay sends. In 2025 I took on an **interim ATL role** for nine months, keeping an 8-person cross-functional team moving through an extended period of org restructuring. **Lean Six Sigma Green Belt**, with active project involvement in sprint delivery improvement.

EXPERIENCE

Zeta Global · on-site at eBay MarTech, Prague Oct 2018 – Present

Front-End Developer — Seller TXN & Conversion

Jan 2024 – Present

- **Global Footer owner** — 30 markets, 27 locale variants, covering Transactional, Marketing, Admin, and UEP campaign types
- Works within a **26+ program seller communications portfolio** (8.2B sends/year, \$823M+ aGMV) — directly responsible for Seller TXN & Conversion templates across email, push, and message center
- **First Push Notifications in Seller TXN** (2025): built and shipped 5 programs from scratch — Out of Stock ~\$9.7M iGMV (CTR 15.63%), Order Shipped \$4.5M iGMV (+20% new listing conversion), Order Delivered \$4.2M iGMV, Shipping Reminder \$1.2M iGMV (+23.7% shipping rate), Draft Deletion Reminder +58.2% NORA lift
- Contributing to two parallel migrations (EVO/BCC Mobile-First, One Platform → UEP Canvas) — 29 templates completed
- **Interim Agile Team Lead, Shipping Success POD** (Jun 2025 – Feb 2026): 8-person FE/BE/QA team, no backfill; ran all Scrum ceremonies and owned quarterly planning for Q3/Q4 2025 and H1 2026

Front-End Developer — Lifecycle Marketing

Feb 2021 – Dec 2023

- Built Buyer Lifecycle email campaigns end-to-end in FreeMarker, HTML5, CSS3 — Welcome New User, Nursery, Reactivation, Focus Categories
- Took ownership of the Global Footer from its inception; maintained technical documentation for US, UK, and DE market variants across experiments and template updates

Marketing Ops Tech Specialist & Adobe Campaign L1 Support

Oct 2018 – Jan 2021

- eMarsys → Adobe Campaign migration across 10+ global markets; L1 technical support, campaign QA, main contact for GBH campaigns, JIRA (SPARC) dashboard management

Wunderman / WPP, Prague Feb 2016 – Sep 2018

Deputy Tech Team Lead / Traffic Manager / Content Manager

HSBC (May 2017 – Sep 2018) · Ford Motor Company (Feb 2016 – Apr 2017)

- Adobe Certified Expert AEM 6 — Deputy TL and Traffic Manager for HSBC account; web content management for Ford global sites via FatWire CMS

Italia Praga One Way · Founder & SEO/Content Manager Apr 2010 – Present

Largest online community for Italians in Czech Republic — blog, Facebook, Instagram. SEO & content management.

SELECTED PROJECTS

Vespa Club Praha — Membership & Events Platform

PHP · Stripe API · HTML/CSS

- Automated registration and payment flows for new memberships, renewals, and PragoVespa event registration (largest Vespa rally in Czech Republic) — Stripe checkout with dynamic pricing, early-bird tiers, member discounts, and merchandise bundling