

Fabrizio Martini

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Summary

Experienced digital marketer and Adobe AEM 6 Business Practitioner at eBay, specializing in Email Front End Development. Expert in building and maintaining templates with proficiency in Freemarker, HTML and CSS. Managed the global email footer component for all eBay campaigns, collaborating cross-functionally.

Led the migration from eMarsys to Adobe Campaign as Email Marketing Specialist at eBay. Previous roles include editorial and AEM content management for global brands, with promotions to traffic manager and deputy tech team lead for HSBC.

Skilled in teaching financial mathematics and economics, with a track record of community leadership and social media management. Ready for new challenges and career growth.

Experience



Frontend Developer

eBay

Feb 2021 - Present (2 years 10 months)

Front End Developer - Lifecycle Marketing

- Led development for Buyer and Focus Categories Lifecycle emails, including Welcome New User and Buyer Inspiration campaigns.
- Specialized in end-to-end email template creation using Freemarker, HTML, and CSS.
- Collaborated cross-functionally for effective and consistent email delivery.
- Managed diverse projects, covering template design, testing, debugging, and optimization.
- Implemented new features and enhancements, showcasing expertise in Freemarker, HTML, CSS, and email marketing best practices.
- Self-driven with strong communication skills, excelling in eBay's dynamic email marketing landscape.

Principal Front End Developer - Global Footer

- Led development and maintenance of the Global Footer wrapper, serving as the primary Point of Contact.
- Ensured seamless user experience through collaboration with cross-functional teams.
- Optimized performance, resolved technical issues, and adhered to design guidelines.



Marketing Operations Tech Specialist

eBay

Oct 2020 - Present (3 years 2 months)

- Built and maintained high-quality email templates using Adobe Campaign.
- Collaborated daily with the database team and product owners for seamless email campaign operations.
- Led quality assurance processes, ensuring precision and best practice adherence.
- Served as the main point of contact for GBH campaigns, coordinating cross-functional teams for efficient campaign delivery.

- Thrived in fast-paced environments, showcasing strong attention to detail and contributing to team success under tight deadlines.
- Demonstrated expertise in email marketing best practices and consistently delivered high-quality results with Adobe Campaign.
- Proven team player with excellent communication skills, fostering collaboration in a dynamic work environment.

Adobe Campaign Technical Support

eBay

Feb 2019 - Oct 2020 (1 year 9 months)

Providing Level 1 technical support for Adobe Campaign as experienced member of the Global Marketing Operations Execution team.

- debugging issues during the execution of email campaigns (errors in workflows and deliveries)
- installation, user accounts configuration password resets
- resolution of minor problems
- troubleshooting

Email Marketing Operations Specialist

eBay

Oct 2018 - Oct 2020 (2 years 1 month)

- Email Marketing specialist involved in the migration process from Emarsys to Adobe Campaign.
- Orchestrating email campaigns with Adobe Campaign and Emarsys

Content Manager

Wunderman Thompson Studios India

May 2017 - Sep 2018 (1 year 5 months)

HSBC | Digital Production | Wunderman Production

- Certified Expert Adobe Experience Manager AEM 6 Business Practitioner
- Assembling websites in Adobe Experience Manager (AEM) content management system (CMS)
- Dealing and providing feedback to the developer's team
- International call with HSBC
- Daily use of Jira projects management tool
- HTML and CSS knowledge

Web Content Editor

Wunderman Thompson Studios India

Feb 2016 - Apr 2017 (1 year 3 months)

FORD Motor company | MSC Site Maintenance

Digital Production | Wunderman Production Center

- Edit web site according to needs in the client's Content Management System (CMS - FatWire Content Server 7)
- Perform image editing and manipulations (text change, cropping, resize, save for web)
- Manage content updates (content translation implementation, ad-hoc changes on website content, SEO check, performance check, etc.) with attention to detail and timeline set

- Perform regular checks in regards of site maintenance quality (broken links reports, SEO check, performance check, etc.)
- Communicate with internal team regarding project status and help identify areas for efficiencies
- Report on current projects using assigned tools, making sure that deadlines (SLA) are met
- Work with team to monitor results and identify improvement opportunities



Web Content Writer

IsayBlog!

2012 - 2014 (2 years)

Education



Università degli Studi di Siena

Economia e Commercio, Studi aziendali e giuridici

Degree in Economics and Business Management - University of Siena "Richard M. Goodwin" - Siena, ITALY

"Vittorio Fossombroni" Technological Institute

Diploma of Building Surveying & Construction Manager, Surveying Technology/
Surveying

2002 - 2007

Licenses & Certifications



Adobe Certified Expert - AEM Business Practitioner - Adobe

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Adobe Campaign: Custom - Adobe

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Lean Six Sigma Yellow Belt (ICYB) - eBay



Lean Six Sigma Green Belt Certification - PROCISE GmbH