



# Gianfranco Franzella



MADRID, SPAIN

## SYSTEM ENGINEER

### CONTACT

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### ABOUT ME

I'm a System Engineer with experience in digital user experience, analytics, and web development.

I've led the design and implementation of successful web platforms and digital product implementation, resulting in increased customer satisfaction and web traffic.

Highly organized and detail-oriented. I'm excited to bring my skills and experience to teams and contribute to the success of the company.

### TECH

- HTML5.
- JavaScript.
- CSS.
- SQL.
- Git
- Figma.
- React.
- Office suite.
- Salesforce.
- Google Analytics.
- Adobe Analytics.
- GTM
- Shopify
- Wordpress
- Moodle

### SKILLS

- Account Management.
- Leadership.
- Problem-solving.
- Self-motivated.
- Self-taught.
- Fast learner.
- Adaptability.
- Empathy and patience.

To see more skills [click here](#)

### LANGUAGES

- Spanish - Native. 100 %
- English - Advanced. 100 %
- Italian - Intermediate. 60 %

### EDUCATION

#### Universidad Metropolitana - Caracas, VE

System Engineer. 2002 - 2008

- Average of 15.36 out of 20 points
- Position No. 4 out of a total of 36 graduates.
- 1st place in the Fair of Software Engineering Projects (2006).
- President of the Unimet Volunteering 2004 - 2006

#### IESA - Caracas, VE

Diploma in Marketing and Innovation. 2014

### WORK EXPERIENCE

#### Medallia SL - Madrid | 2019 - Current

##### DIGITAL SOLUTION MANAGER EMEA - DXA PRODUCT

- Leading the EMEA implementation team. Allocating resources and running the biggest account in the portfolio.
- Implemented proof of concept (POC) that led to big purchases.
- Beating the target for the last 3 quarters in a row.
- Training all members of the DXA implementation team.
- Reduced the time to implement the product on the client's website.
- Involved in the improvement of the DXA system with the Product and Engineering team.

#### Gamelearn SL - Madrid | 2018 - 2019

##### CUSTOMER SUCCESS ENGINEER

- Improvements in the LMS platform.
- Successful integrations between LMS through the SAML protocol.
- IT department incident reductions.
- Successful integration between Zendesk and Jira.
- Working as Product Owner, prioritizing the backlog in each sprint.
- Reports and metrics via database query execution.
- LMS maintenance in all the languages that we support.

#### Blinklearning SL - Madrid | 2017 - 2018

##### PROJECT MANAGER / TECHNICAL PRE-SALES

- Support for commercial sales.
- Management of important accounts with conflicting relationships.
- Involved in technical scheme documents when bidding for public projects.
- Support in digital content and protocols (SCORMs, LTI, Marsupial).
- Management of the LMS Moodle platform.
- Working with the main publishers (Macmillan, McGraw-Hill, Oxford).
- Present in the life cycle of the projects.

See more previous work experience [here](#)