



## Davide Riva

Email Developer with more than 5 years overall of experience on creation, implementation and testing of e-mails in CRM environment. Experience in all stages of the development and management for emails and email marketing projects.

Provide genuine commitment to obtain the best results. Strong background in cooperation with different teams, attention to details, able to determine requirements, prioritize and formulate solutions.

Creative, eager to be up to date, learn and improve the knowledge on marketing and technologies.


### Technical Skills


Salesforce Marketing Cloud	●●●●●●●●
AMPscript, GTL	●●●●●●●●
HTML/CSS/MJML	●●●●●●●●
Javascript	●●●●●●●●
GIT	●●●●●●●●
SQL	●●●●●●●●
Microsoft Office	●●●●●●●●
Photoshop	●●●●●●●●

### Language Skills

English	●●●●●●●●
Italian	●●●●●●●●
Spanish	●●●●●●●●
French	●●●●●●●●

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LinkedIn Profile

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## Experience

- 2018 - till now** ● **CRM Email Developer**  
[Suit Supply B.V.](#) / Fashion / Amsterdam, Netherlands  
Main technical point of contact for emails related topics, troubleshooting and CRM emails projects development and execution.  
Coordinated and developed emails for more than 200 campaigns a year reaching more than 3 million of customers worldwide a week.  
Created Salesforce Marketing Cloud customer journeys, Data Extensions to power personalized emails and manage localizations.  
Segmented the audience based on marketing needs using SQL queries and filters, planned automations to keep the data updated. Campaigns reporting and subscribers management.  
Competitors emails analysis, A/B testing, kept updated the documentations, followed business and stakeholders requirements.
- 2016 - 2018** ● **Web Integrator**  
[E-Tainment LTD](#) / Internet Services / St. Julian's, Malta  
Improved Company's e-mails designing and development using the latest trends and techniques.  
Integrated and tested more than 130 e-mails a year with best practices and fallbacks to maximize the compatibility through devices.  
Developed and implemented several web pages both for desktop and mobile following designers' guidelines.  
Collaborated with different teams based in different countries.
- 2013 - 2016** ● **Press Office Collaborator**  
[Pallacanestro Varese S.p.A.](#) / Basketball / Varese, Italy  
Integrated e-mails and coordinated the related web-marketing activities.  
Developed and managed the project of "Varese Leggenda", online memorabilia museum of Pallacanestro Varese.  
Collaboration with RCS Group and Sky Sports journalists.  
Press releases about games and players signatures.
- 2011 - 2016** ● **Web Lead & Customer Support**  
[EDEA srl](#) / Web Agency / Sesto Calende (VA), Italy  
Developed and managed 150 e-mail campaigns a year.  
Frontend developer of "Liste bebè" solution. Client earned over € 4.000.000 a year with it.  
Implemented a new ticketing system to manage stores requests. Halved response time.  
Planned, organized and managed client's instore digital signage system, copywriting over 100 audio commercial a year.  
Customer service for 23 retail stores, solving problems about selling processes and transactions.
- 2008 - 2013** ● **Press & PR Manager**  
[Pallacanestro Lago Maggiore](#) / Basketball / Castelletto Ticino (NO), Italy  
Organized and published press releases and digital contents of the team.  
Managed the official website and social media channels along all the championships and cups. Improved the audience.
- 2005 - 2014** ● **Freelance Web Developer**  
[Various projects](#)  
Developed static and dynamic websites using CMS customizing plugins if necessary. Implemented analytics and SEO.

## Education & Training

- 2012** ● **Basic and Advanced iPhone Developer Course Certification**  
["The Box" - Apple Training Center](#)  
Turin, Italy
- 2006** ● **Secondary School Diploma - Scientific studies**  
["C.A. Dalla Chiesa" Institute](#)  
Sesto Calende (VA), Italy
- 2004** ● **European Computer Driving License**  
["C.A. Dalla Chiesa" Institute](#)  
Sesto Calende (VA), Italy