

Alessandro Presciuttini

Performance Marketing Manager · Paid Social, CRM & AI Automation

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PROFILE

Performance marketing manager with 6 years' experience in Meta Ads, lead generation and marketing automation, across agency and in-house roles. I own the full commercial funnel, from campaign to signed contract, connecting ads, CRM and sales teams into one measurable pipeline, and I use AI (n8n, Claude, Make) to automate reporting and operations. Two client-certified track records: **28.5× ROAS** in air-conditioning sales and **8.7× ROAS** in home renovation. Master's in Communication & Marketing (Sapienza University of Rome).

PROFESSIONAL EXPERIENCE

Performance Marketing Consultant — Domus Clima (air-conditioning installer, Rome) Mar 2026 – Present

- Planned and ran Meta Ads lead-gen campaigns across multiple products and audience segments (premium and standard) on a €60/day budget.
- Produced all creatives in-house: filming, video editing and image variants per product and audience.
- Built AI automation (Claude, n8n, Make) and automated WhatsApp lead follow-up (Spoki) to speed up contact and qualification.

1,599 leads at €4.68 CPL · 169 contracts signed · €219,700 revenue on €7.7k ad spend (28.5× ROAS)

Certified by client reference letter: alessandropresciuttini.it/assets/reference-letter-domusclima.pdf

Marketing & Operations Manager — Gallo Linea Bagno (home renovation, 2 brands, Rome) Sep 2024 – Present

- Own the commercial engine of two brands: strategy, budget, paid media, CRM, WhatsApp flows and call-centre coordination.
- Designed the full customer journey: campaign → qualified lead → site visit → signed contract, with dedicated nurturing funnels for won, undecided and lost contacts.
- Integrated ads, CRM (Brevo, CRM in Cloud), WhatsApp (2chat) and the call centre into one automated pipeline (Zapier, n8n).
- Built AI automation (n8n, Claude) for reporting and repetitive tasks, freeing sales time.

1,062 leads at €22.73 CPL · 446 site visits · 70 contracts · €210,000 revenue on €24,000 ad spend (8.7× ROAS)

Certified by client reference letter: alessandropresciuttini.it/assets/reference-letter.pdf

Digital Marketing Manager — UDigit (communication agency, Rome) Sep 2022 – Jul 2024

- Led digital strategy and paid campaigns for mid-to-large clients, including Maury's, one of Italy's largest retail chains, now expanding abroad.
- Ran national-scale awareness and performance campaigns, optimising for CTR, CPC and ROAS.
- Managed client relationships end to end: briefs, priorities, reporting and results presentations.

Performance Marketing Specialist — Adsvengers Factory (performance agency, Rome) Jul 2020 – Aug 2022

- Planned and optimised Meta Ads campaigns daily, including creative production.
- Built landing pages and content (WordPress, Elementor, video editing) to improve conversion rates.

Sales Assistant — ZARA (Oslo, Norway) Mar 2018 – Oct 2018

SKILLS

Paid media & growth	Meta Ads Manager · Lead generation · Creative testing · CRO · Funnel analysis · GA4 · Google Tag Manager · KPIs (CPL, CPA, ROAS)
CRM & operations	Brevo · CRM in Cloud · WhatsApp automation (2chat, Spoki) · Sales-ops and call-centre coordination · Budget ownership
AI & automation	Claude (projects, MCP connectors) · n8n · Make · Zapier · Automated reporting · AI content generation (Higgsfield)
Web & content	WordPress · Elementor · Landing pages · Copywriting · Video editing (CapCut, Final Cut Pro)

EDUCATION

Master's Degree in Communication & Marketing — Sapienza University of Rome	2019 – 2021
Bachelor's Degree in Communication Sciences — Roma Tre University	2014 – 2017
Erasmus exchange, Communication & Marketing — University of Málaga, Spain	2016

CERTIFICATIONS & LANGUAGES

Certifications: Meta Social Media Marketing (Coursera) · Google Ads & GA4 · Facebook Ads 2.0
Languages: Italian (native) · English (professional working proficiency) · Spanish (fluent) · Portuguese (working)