

# SEBASTIANO PIRAS

Digital Strategy, CX & Sustainability | Project Management & Innovation

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## EDUCATION

### Master in Project Management

#### EAE Business School

📅 04/2024 - 04/2025    📍 Barcelona, Spain  
• Minor Certificate in Artificial Intelligence & Machine Learning

### Expert Diploma in Digital Marketing (EQF Level 6)

#### Digital Marketing Institute

📅 04/2024 - 03/2025    📍 Online  
• Specialist Diploma in Social Media Marketing (EQF Level 5)

### Foreign Languages and Literatures

#### Università degli Studi di Sassari

📅 09/2002 - 07/2007    📍 Sassari, Italy

## EXPERIENCE

### Client Ops Executive | Process Design & Projects

#### Stuart Delivery SL

📅 09/2021 - 09/2024    📍 Barcelona, Spain  
🌐 <https://stuart.com/>  
Transportation, Logistics, Supply Chain and Storage  
• Led CX and automation projects across markets, managing chatbot design, process optimization, and BPO workflows in Jira and Confluence.  
• Managed Tableau dashboards and VoC insights to track KPIs (FRT, AHT, CSAT), supporting performance reviews and service optimization.  
• Acted as market lead for Italy and Portugal, localizing CX strategy and driving training, reporting, and service improvements.  
• Spearheaded the Intercom Custom Bot Empathy project, boosting CSAT by +40% in the UK through path and tone redesign.

### Founder & Director

#### Loudo Media Ltd

📅 01/2021 - Present    📍 Barcelona, Spain  
🌐 <https://loudohub.com/>  
Online Media  
• Defined brand identity and curated digital content for Loudo Hub, overseeing website, playlists, podcasts, and social media assets.  
• Managed all business operations, including legal setup, ASCAP membership, Ditto publishing, and collaboration agreements.  
• Built a network of artists and producers, launching creative partnerships and expanding industry reach through community-driven formats.

### Country Manager | North America

#### LIFULL Connect SL

📅 11/2019 - 12/2020    📍 Barcelona, Spain  
🌐 <https://www.lifullconnect.com/>  
Technology, Information and Internet  
• Built new business pipelines and B2B partnerships across Properties, Cars, and Jobs verticals, promoting Trovit and Thribee to accelerate growth through CPC, CPM, and CPL campaigns.  
• Collaborated cross-functionally with Media Buying, Product, and SEO teams to align messaging, enhance acquisition strategies, and diversify traffic sources across classified ad platforms.  
• Developed strategic sales plans with forecasting and market analysis, reporting on performance and advising clients using CRM, SEM, and SEO insights.

## SUMMARY

Master in Project Management with a minor in AI & Machine Learning, complemented by the DASM® (Disciplined Agile Scrum Master) certification. I bring over a decade of experience in Project Management, Digital Marketing, and Customer Experience across Europe. My career, shaped by multicultural experiences in Malta, Ireland, Spain, Germany, and Italy, reflects a strong commitment to customer-centric and sustainable strategies throughout the buyer's journey. Experienced in collaborative, fast-paced environments (Scrum, Kanban), I drive digital strategy initiatives, process optimization, and cross-functional execution. I bring a balance of analytical thinking and creativity to deliver measurable business results and impactful customer experiences.

## ADDITIONAL TRAINING

#### Disciplined Agile® Scrum Master (DASM)

Project Management Institute - Online

#### Circular Economy & Sustainability Strategies

Cambridge Judge Business School - Online

#### Customer Experience Management Program

Esade Executive Education - Barcelona, Spain

#### Business English

Clubclass English Language School - Swieqi, Malta

#### Diploma of Spanish as a Foreign Language

Instituto Cervantes - Madrid, Spain

## LANGUAGES

<b>Italian</b> Native or bilingual proficiency	●●●●●
<b>Sardinian</b> Native or bilingual proficiency	●●●●●
<b>English</b> Full professional proficiency	●●●●●
<b>Spanish</b> Full professional proficiency	●●●●●
<b>French</b> Limited working proficiency	●●●●●
<b>Portuguese</b> Limited working proficiency	●●●●●
<b>German</b> Limited working proficiency	●●●●●
<b>Catalan</b> Elementary proficiency	●●●●●

EXPERIENCE

Digital Account Manager | Google Ads

Teleperformance

02/2018 - 11/2019 Barcelona, Spain  
https://www.teleperformance.com/

Outsourcing and Offshoring Consulting

- Managed comprehensive Google Ads campaigns across Search, Display, and YouTube, delivering tailored strategies for B2B and B2C clients.
- Provided consultative support, analyzing performance metrics to offer data-driven recommendations, enhancing client ROI and campaign effectiveness.
- Led initiatives targeting record labels and micro-influencers on YouTube, significantly expanding market reach and engagement.
- Maintained up-to-date Google Ads certifications, ensuring adherence to best practices and platform innovations.

Digital Marketing Manager (Freelance)

Verasat Global SL (European Space Agency Incubator)

03/2017 - 09/2017 Castelldefels, Spain  
https://www.verasatglobal.com/

IT Services and IT Consulting

- Executed SEO strategies to improve Satway Pro's visibility, delivering multilingual content and continuous performance tracking.
- Led integrated digital campaigns across content, design, social media, and email, strengthening brand positioning and user acquisition.
- Managed content localization in English, Spanish, and French, expanding global reach and engagement in key markets.
- Defined tone of voice and communication guidelines, aligning messaging across channels and refining brand strategy.

Facebook Manager | Organic Reach

Ladenzeile GmbH (Axel Springer SE)

03/2015 - 12/2016 Berlin, Germany  
https://ladenzeile.de/

Technology, Information and Internet

- Designed data-driven Facebook strategies for Italy and France, combining editorial planning with performance analysis.
- Managed and reported on campaigns, aligning with business goals and increasing audience engagement.
- Standardized content formats and visuals across markets, improving team workflows and scaling editorial operations.
- Surpassed targets with +30% revenue growth in Italy and 71% campaign goal completion and 90% CR in France.

Content Project Manager

Global Leads Group GmbH

05/2013 - 02/2015 Berlin Area, Germany  
https://savings-united.com/

Technology, Information and Internet

- Delivered branded editorial projects and affiliate campaigns for online retailers, boosting traffic and conversion.
- Managed content strategy and performance tracking on Awin, optimizing conversion paths and campaign ROI.
- Supported PR, social media, and email campaigns, aligning messaging across digital channels to expand visibility.
- Launched and scaled a lifestyle magazine tied to coupon platforms, increasing user retention and brand loyalty.

SKILLS

Soft Skills

Leadership	Team Collaboration
Empathy	Problem Solving
Critical Thinking	Project Optimization
Communication	Process Improvement
Adaptability	Stakeholder Management
Cultural Awareness	
Continuous Learning	
Cross-functional Collaboration	

Hard Skills

English	Italian	Spanish	Tableau
Jira	Confluence	Digital Marketing	
Design Thinking	SEO		
Content Strategy	Figma	WordPress	
Data Analysis	CX Analysis		
Data Visualization	Project Management		
Process Mapping	Market Research		
CRM	Artificial Intelligence		
Automation			

INTERESTS

 Traveling

 Languages

 Reading

 Music

 Podcasts