

# Andrea Degli Innocenti

*A persistent, ambitious but humble person who tries to learn something valuable from every situation*

## Work experience

■ 05/2018 to 05/2020 @ Firenze

### Co-founder & Head Of Sales

Roomless (<https://roomlessrent.com>)

The Italian biggest platform focused on medium term rentals.

- ▶ Validated the idea on the Italian market and tested the replicability abroad.
- ▶ Closed a seed funding round (1.5M€) with an Italian VC.
- ▶ Employed 30 people.
- ▶ Managed a Sales Team of 10+ people in 5 countries.
- ▶ Managed paid adv. campaign and all the other acquisition channels.
- ▶ Created and tracked a customized set of Kpi.

■ 05/2018 to 09/2022 @ Firenze

### Co-founder & CEO

Wanderoo ([www.wanderoo.it](http://www.wanderoo.it))

A website which gather the best Travel Bloggers to design tailored travel itineraries in just 5 days starting from 6€ per day of travel.

- ▶ Shaped the idea, created an MVP and validated on the market.
- ▶ Closed a seed funding deal (50K€) with an Italian Incubator (Nana).
- ▶ Designed the business/marketing strategy with financial and action plan.
- ▶ Managed paid adv. campaign and value partnership for growth.
- ▶ Traction 1y: 100+ Travel Bloggers, 500 destinations, 2000+ customers in Italy.
- ▶ Coronavirus and Short Cash Runway stopped us.

■ 09/2018 to 04/2019 @ Firenze | NanaBianca Startup Incubator

### Key Account Sales Manager

Catalove ([www.catalove.com](http://www.catalove.com))

Fashion E-commerce aggregator

- ▶ Sales: I've set up the sales pipeline with a Hubspot, studying how to create a performing subject and copy for a mail in order to gain a bigger open rate (42%) and reply rate (13%). I've acquired 21 new clients with a 40% success rate and a CPC 25% bigger than the average price increasing Listup Revenue of 40% in 6 months.
- ▶ CRM: Organized and managed the Customer's life cycle collaborating with customers for improving their performance on Listup, etc.
- ▶ Data analysis: I've monitored performance metrics like COS (cost per sales), CR (conversion rate), CPC, Bridge rate, Burned Budget
- ▶ I've learnt to manage Google AdWords and Facebook Ads campaign reducing acquisition costs and obtaining the best conversion rate.

■ 01/2018 to 04/2018 @ Bologna

### Business Developer & Sales

Sgnam s.r.l. ([www.sgnam.it](http://www.sgnam.it))

Italian food delivery startup

- ▶ Sales: selected and visited plenty of restaurants to add on the website.
- ▶ Data&KPI analysis: retention rate analysis, order's failure rate analysis, clients' geographical analysis, menu and pricing analysis.
- ▶ Operations: managed driver's logistic and orders' despatching.
- ▶ Accounting & CRM

■ 04/2016 to 02/2017 (full time) @ Empoli (FI)

### Business developer

Stephen s.n.c. ([www.stephen-snc.it](http://www.stephen-snc.it))

Leather and fur women's fashion

- ▶ Managed the digital presence of the company: from building the e-commerce site to designing and implementing Google AdWords cpc advertising campaign, managing social networks, etc.
- ▶ Organized three fashion fairs in Milan.
- ▶ Invented and started a new challenge (Fashion Designer Awards by Stephen) for young fashion students in collaboration with IED, Polimoda, NABA: everyone participated with a fashion sketch, our style director decided the best five, produced, commercialized and exposed them in Super (a Milan fashion fair).
- ▶ Proud to have given an opportunity to young students to see their ideas become reality and exposed for their first time.

■ 09/2013 to 10/2015 @ Firenze

### Co-founder

MAAD Shoes

Leather shoes

- ▶ Created the project starting from zero while studying.
- ▶ Designed the shoes, created the pattern, not easily found a company willing to produce small orders and another one selling raw materials with a good price/quality ratio.
- ▶ Created and administrated Facebook and Instagram pages.
- ▶ Sold personally every single pair – 100 sales
- ▶ Failed in finding the right supplier and closed the MAAD project for investing the whole time in University.

## Education

■ 09/2016 to 10/2018 @ Bologna



Master degree in Business Administration  
(CLAMDA) (110L/110) - University of Bologna

■ 09/2012 to 04/2016 @ Firenze



Bachelor degree in Economics (100/110)  
University of Florence

## Languages & other certificates

▶ English: C1 LEVEL ●●●●○

English certificates:

CAT 2007 PET 2011 FIRST 2012 CAE 2013 IELTS (7.0) 2015

## Achievement

- ▶ [02/2018] Accenture Global Case Challenge (Milano, @Accenture).  
Selected as one of the best 30 Italian Business Students participating to National Finals of the Global Case Challenge.