

Andrea Stramondo

GROWTH MARKETING & PROJECT MANAGEMENT PROFESSIONAL

+39 350 575 8870 | +44 7448 702823 | andreastramondo@me.com | as@3xa.dev

3xa.dev/portfolio | linkedin.com/in/andreastramondo | UTC+0/UTC+1 | open to relocation to London (Visa sponsorship required)

PROFILE

Growth-focused Marketing and Project Management professional with 5+ years managing concurrent client and stakeholder portfolios across luxury hospitality, fashion, non-profit and construction sectors. Google-certified Project Manager and Growth Marketing postgraduate (Mirai Academy) with a consistent record of scaling revenue and engagement for premium brands | including a 107% increase in direct bookings for a Milan luxury hospitality group and a 41% year-on-year lift in engagement for a 350+ applicant national programme. Combines hands-on execution in paid media, brand identity and web development with senior-level stakeholder management, having led cross-functional teams of up to nine and represented organisations to 100+ corporate and institutional partners. Now building AI-driven automation tools alongside core marketing and PM work. Seeking full-time Marketing, Growth or Project Management roles in London or full-remote, with visa sponsorship.

CORE COMPETENCIES

Growth Marketing & Paid Media (Google Ads); Project & Programme Management; Brand Identity & Creative Direction; Stakeholder & Partner Relations; Team Leadership (up to 9 reports); SEO & Web Development; AI-Driven Automation & Tooling; Data-Driven Decision Making

PROFESSIONAL EXPERIENCE

Founder & Marketing / Design Consultant | 3XA.dev | Remote

2026 – Present

- Founded an independent marketing, design and web development studio delivering brand identity, growth marketing and AI-driven automation projects for SME and non-profit clients.

Independent Marketing, Creative & Digital Consultant | Freelance | Remote

2021 – Present

- Manage concurrent freelance engagements spanning growth marketing, e-commerce, brand design and web development for clients including Leatherworks Laboratory, Auto1Group, Digitalia21, a Milan luxury hospitality group, Lucia Merlo Milano, Aurora ESG, Rock10eLode and Legambiente (Circolo Etno).
- Delivered a 107% year-on-year increase in direct reservations for a Milan luxury hospitality client through targeted Google Ads campaigns.
- Acted as e-commerce and social media manager for Leatherworks Laboratory (2026) and marketing/SMM lead for Lucia Merlo Milano (2022–2025); served as Account Manager at Auto1Group (2025–2026) and Sales Representative at Digitalia21 (2024).
- Produced brand identity, graphic design and web assets for Aurora ESG, Rock10eLode and Legambiente (Circolo Etno), and administered Google Workspace / Google Ad Grants for multiple non-profits, securing \$10,000/month in ad spend budget.

Marketing & Brand Manager, Board Member | E-Club Bicocca & University Startup Challenge | Milan 2024 – 2026

- Co-founded and lead marketing for E-Club Bicocca, a 40+ member entrepreneurship association, coordinating 20+ events and partnerships with 20+ institutions and international guests.
- As Marketing Project Manager (USC25, 2024–25) and Marketing & Brand Manager / Board Member (USC26, 2025–26), led marketing teams of 5–9 people, generating 750+ combined applicants across two editions and a 41.4% year-on-year rise in engagement (161K+ views).

General Manager | Luxury Apartments | Milan, Duomo Area

2023 – 2025

- Directed operations, staffing and training for a short-let luxury apartment portfolio valued up to €60,000, achieving a 9.5+ average guest satisfaction rating.

Back Office Manager | Luxury Real Estate & Travel Management | Milan

2022 – 2025

- Managed relationships with 100+ corporate and travel-trade partners as back-office lead for a luxury travel and real estate agency.

Project Manager & Event Coordinator | Synlab Europe | EIT Health iDays Hackathon, Milan

2024

General Secretary & Web Developer | ComitatoPonti ODV (Environmental Association)

2022 – 2026

- Direct governance and communications as General Secretary; as webmaster, recovered, archived and published 230+ SEO-optimised articles, achieving 80+ PageSpeed and 90+ SEO scores on Google's toolset.

AI Research & Development (Independent Projects) | Self-directed 2026

- Project Dante: designed and fine-tuned a custom conversational AI persona, generating 150+ structured training examples across programming, cultural and philosophical domains.
- Project MIMIKO: contributed to an AI assistant application (Groq API backend), implementing internationalisation across six languages and refining system prompts.
- Project Rainmaker: built a Python-based AI lead-generation and outreach automation pipeline integrating prospect discovery, approval workflows and automated communications.

Web Developer | EPMagazine

2017 – 2018

EDUCATION & CERTIFICATIONS

- BA in Business Economics | University of Milano-Bicocca / University of the People, 2023 – Present (avg. 26.18/30, GPA 3.45)
- Master in Growth Marketing | Mirai Academy, 2025
- Project Management Specialisation | Google (Coursera), 2024, graded 95%
- Google Ads Specialisation | Learnn, 2023
- Healthcare Management Training (Public Facilities) | University of Milano-Bicocca & PoliS Lombardia, 2024
- “Forward” Professional Programme | McKinsey.org, 2025
- International Recruitment & HR Professional Training | PYOU & LavoroPiù, 2026

TECHNICAL SKILLS

Marketing & Growth: Google Ads, SEO, Growth Marketing Strategy, Copywriting, Email Marketing, Analytics

Design & Creative: Figma, Illustrator, Photoshop, Affinity, Canva, Premiere Pro, After Effects, DaVinci Resolve, Cinema 4D, Blender, CapCut, Procreate

Web Development: HTML5, CSS, JavaScript, Angular, Next.js, SQL, WordPress, Joomla, Webflow, Wix, Flazio

Programming & AI: Python, C/C++, Claude & Claude API, GPT-4.5, Gemini & Gemini API, Qwen Code, Codex, MLX_LM, Metal/MPS, GroqAPI, Groq

Project Management Tools: Asana, Trello, Monday.com, Microsoft Project, Gantt chart planning

LANGUAGES

Italian: Native

English: C2 | 155/160, Duolingo English Test, 2026 (certificate: certs.duolingo.com/qtm4ppd57eh3ryh0); C1, Cambridge Certified, 2019; Trinity College Dublin, C1 level class, 2018; daily working language for 6+ years

Chinese (Mandarin): A1 (Confucius Institute), 2016