

Giovanni Marco Losi

Date of birth: 10/05/1995 | Place of birth: Italy | Gender: Male | Nationality: Italian | Mobile phone: +31 0610193086 | Email address: gm.losi.95@gmail.com | Home address: Grensstraat, 142, 1091SZ, Amsterdam (Netherlands)

Skills

IT and Data Tools:

- data visualisation software
- Microsoft Office
- Power Apps, Power Automate, Power Flow, Power BI
- Adobe (Adobe Analytics; Adobe Premiere)
- Domo (CRM)

High Level Skills:

- ecommerce knowlegde
- perform data analysis
- forecast future levels of business
- project management
- brand marketing techniques

Language Skills

- **Italian**: Mother tongue
- **English**
  - Listening: C2
  - Reading: C2
  - Spoken production: C2
  - Spoken interaction: C1
  - Writing: C1
- **Spanish**
  - Listening: B1
  - Reading: B1
  - Spoken production: A2
  - Spoken interaction: A2
  - Writing: A1

Work experience

Ecommerce Localization Manager

01/02/2026 - Current

Footlocker | Utrecht, Netherlands

- Develop and execute customer journey optimization strategies across all EMEA markets
- Maitain campaigns calendar across all 14 EMEA websites
- Ensure alignment with global brand guidelines while adapting to local trends and cultural nuances.
- Collaborate with cross-functional teams (design, merchandising, IT) to deliver timely campaign deployment
- Manage complex project timelines with multiple stakeholders in fast-paced environment under pressure
- Constantly improving processes for campaign developing and roll - out
- Localize content and customer journey with personalization tools (Monetate)
- Deliver accurate reporting on campaigns via PowerBI, Adobe Analysitics, GA4, Lookerstudio

Ecommerce Manager

17/07/2023 - 31/01/2026

Footlocker | Utrecht, Netherlands

- Manage P&L responsibility for Italy, Spain, and Netherlands e-commerce operations
- Manage ecommerce trading for Italy, Spain and Netherlands
- Lead main sales campaign management and execution across EMEA region
- Prepare accurate sales forecasts and EAC (Estimate at Completion) for monthly sales and major sales events
- Monitor and analyze market performance dashboards; track KPIs to optimize ROI
- Identify schedule/cost deviations from baseline campaigns; propose corrective actions to senior management
- Present performance insights and recommendations to leadership via Power BI dashboards, Adobe Analytics and Excel reports

Business or sector Wholesale and retail trade; repair of motor vehicles and motorcycles | **Department:** Ecommerce

Ecommerce Mercandiser

01/11/2021 - 07/07/2023

EssilorLuxottica | Milan, Italy

- Execute site merchandising publication, sorting, and product pushes
- Conduct weekly sales analysis to identify trends, risks, and optimization opportunities
- Collaborate on product selection and commercial calendar definition with buying teams
- Prepare performance reports and dashboards for stakeholder review
- Work on the integration of Essilor websites from a product and

merchandising perspective

- Conduct in-depth analysis of Essilor websites globally, assessing merchandising strategies, product display, trends, sorting logic, filters, assortment, pricing, and promotions
- Maintain regular touchpoints with Essilor's local teams to assess processes, identify needs, and drive assortment rationalization

Business or sector Manufacturing | **Department:** Ecommerce

Global Brand Manager Assistant
26/10/2020 - 29/10/2021

EssilorLuxottica | Milan, Italy

- Supported global brand management and cross-functional coordination
- Developed project coordination and stakeholder management experience

Business or sector Manufacturing | **Department:** Marketing

Innovation Consultant (Master Thesis Internship)
23/09/2019 - 26/03/2020

Stranaidea Impresa Sociale Onlus | Torino, Italy

- Service Platform Design and Organizational Structure Redesign: Designed a service platform to enhance the flexibility of Stranaidea Social Cooperative's service offering in response to demand changes.
- Change Management Implementation: Initiated and led a Change Management process to introduce innovations and ensure smooth adoption across the organization.

Education & Training

Master of Science in Engineering and Management
01/10/2017 - 26/03/2020

Politecnico di Torino | Torino, Italy

Field(s) of study: Engineering and engineering trades not further defined | **Final grade:** 110/110 cum laude | **Level in EQF:** 7 | **Number of credits:** 120 | **Thesis:** Platform Design for Services – The Use of Design Platforms in Service Desig

Bachelor of Science in Engineering and Management
29/09/2014 - 26/09/2017

Politecnico di Torino | Torino, Italy

Level in EQF: 6

Certifications

State Examination for the Professional Qualification of Engineer
31/07/2020

Universitá di Cassino e del Lazio Meridionale