

EGIDIO CARBONE

Senior Martech Specialist

Senior MarTech Specialist with a Master's degree in Computer Science and a foundation in front-end and full-stack development. Experienced in enterprise CDP implementations, digital analytics, audience activation and personalization. Combines hands-on technical delivery with requirements analysis, cross-team collaboration and solution design, bridging business objectives and marketing technology

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Gravina in Puglia, 70024 (BARI)

Education

Master's Degree in Computer Science

Università degli studi di Bari Aldo Moro
2015 - 2018

Bachelor's Degree in Computer Science

Università degli studi di Bari Aldo Moro
2012 - 2015

Product Certifications

Tealium IQ, EventStream, AudienceStream

Adobe Certified Expert – Adobe Analytics Business Practitioner

Language

Italian

English

Work Experience

2024 – Present

Like Reply - Senior Martech Specialist

- Contribute to enterprise MarTech initiatives for Unipol, spanning Tealium iQ, EventStream and AudienceStream, audience, logic, data activation and Adobe Analytics / Target.
- Translate business requirements into technical implementations; coordinate stakeholders and vendors, validate integrations, and support reporting and delivery

2021 – 2024

Open Reply

Techical Lead / Front End Developer / Project Manager

- Planned sprints and prioritized backlog items in close collaboration with the Product Owner.
- Oversaw technical delivery of front-end projects and supported continuous team improvement through Agile practices.

2020 – 2021

DXC

Front End Developer

- Led technical coordination of a 5+ developer team on IT projects for InfoCamere, managing timelines and task distribution.

2018 – 2020

Silvercoal

Founder / Full Stack Developer

- Founded a tech startup focused on digital solutions for children with learning and developmental disorders; developed the full stack platform.

Skills

PCDP & MarTech ▸ Tealium iQ · EventStream · AudienceStream · Audience Segmentation · Marketing Automation

Analytics & Optimization ▸ GA4 · Adobe Analytics, CJA / Target · CDP · A/B Testing · KPI Tracking

Technical & Integration ▸ Excel · PowerPoint· Jira · Confluence · Looker Studio · Notion

Product & Delivery ▸ Requirements Analysis · Agile/Scrum · Backlog Management · Technical Coordination