

Alessio Lustri

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SUMMARY

Target-oriented Salesforce Professional with 3 years of experience in enterprise CRM and Marketing Automation projects. Proven ability to act as a bridge between technical development and business teams, effectively translating business requirements into clear functional and technical specifications. Specialized in the end-to-end lifecycle of Salesforce applications (including Data Cloud, Marketing Cloud, Sales, and Service), from requirement analysis and solution design to testing, deployment, and evolutionary maintenance. Experienced in driving data-driven initiatives and complex multichannel campaigns. Accustomed to working with a high degree of autonomy while reporting to Project Managers and collaborating with cross-functional stakeholders in structured environments to deliver scalable, high-performing digital solutions.

TECHNICAL SKILLS

Salesforce: Data Cloud, Sales, Service, Marketing Cloud, Einstein

Programming Languages: Apex, LWC, Flow Builder, SOQL, SQL, AMPScript, ServerSide JavaScript, Python, JavaScript, HTML, CSS, REST API

Tools & Methods: VS Code, Git, Atlassian Platform, Salesforce CLI, Agile/Scrum, Solution Design.

Testing: Functional Testing, User Acceptance Testing (UAT)

EXPERIENCE

Solution Engineer

NTT DATA

February 2023 – Current

Naples, IT

- **AI & Data Cloud Strategy:** Guided the implementation of an AI-driven strategy on Salesforce Data Cloud for an Enterprise Telco client. Designed Predictive Lead Scoring (Einstein) models that increased lead quality, thereby reducing acquisition costs. Managed data segmentation to balance the dataset and ensure predictive accuracy, successfully boosting the Conversion Rate from 15% to 40%.
- **Marketing Automation:** Orchestrated complex multichannel campaigns (Email, Push notifications, WhatsApp), managing high volumes for Telco clients. Optimized Customer Care workflows, reducing ticket management times through targeted automations in Marketing Cloud.
- **Development & Integration:** Developed custom full-stack modules for the back-office and sales agents' portal. Managed system integrations with enterprise legacy environments and performed evolutionary maintenance to ensure continuous business operations.

CERTIFICATIONS

Data & AI

- Salesforce Certified Data Cloud Consultant
- Salesforce Certified AI Associate

Platform

- Salesforce Certified Platform Developer I
- Salesforce Certified Associate

Marketing Cloud

- Salesforce Certified Marketing Cloud Engagement Developer
- Salesforce Certified Marketing Cloud Engagement Administrator
- Salesforce Certified Marketing Cloud Email Specialist
- Salesforce Certified Marketing Associate

EDUCATION

Università Telematica Pegaso

Bachelor's Degree in Computer Science for Digital Business
Undertaken concurrently with full-time professional employment.

Naples, IT

Expected Graduation: 2027

Istituto Tecnico Industriale "E. Medi"

High School Diploma in Computer Science

San Giorgio a Cremano, IT

2016 – 2021

LANGUAGES

- **Italian:** Native
- **English:** B2 (*Upper-Intermediate*)