

LEONARDO NOVELLI

Work Experience

• Catalog Product Owner – Internship

Prada Group

05/2025 – Current, Milan, Italy

Operating within an agile framework, supporting Digital Product Owner activities across sprints, PI planings and daily workflows to translate business needs into structured technical requirements across Prada Group's digital ecosystem (Prada, Miu Miu, Church's, Car Shoe).

Managing and Monitoring cross-brand product information flows through the Group's PIM, ensuring consistent global enrichment and distribution of product attributes and components across the brands' e-commerce front-ends, including PLPs and PDPs.

Contributing to the planning and execution of omnichannel initiatives aimed at improving conversion performance (+74% MoM rise in multicategory cross-selling performances) and customer decision-making across digital touchpoints.

Activities included the optimization of product recommendation and add-to-basket components, supporting funnel completion and cart additions, including conversion uplifts above +52% QoQ in selected categories. Collaborating daily with cross-functional teams including E-commerce, Digital Merchandising, SEO, UX/UI, Analytics and external consulting partners, ensuring alignment between commercial priorities and systems architecture across multiple brands and markets

• E-commerce Specialist – Internship

Rick Owens

10/2024 – 04/2025, Milan, Italy

Monitoring optimal arrangement and status of products and content across the brand's e-commerce various sections.

Analyzing top-performing items and customer buying preferences using spreadsheets, mainly **Excel**.

Segmenting the database of existing and prospective clients to tailor promotional offers through email marketing platforms like **Mailchimp**.

Certifications

• Google Digital Marketing & E-commerce Specialization

09/24 – 01/25, completed on *Coursera*

Analyzed e-commerce performance using **Google Analytics** and **Excel** to optimize traffic, conversions, and overall performance.

Implemented SEO strategies for **Shopify** stores and managed **Google Ads** campaigns (Search, Display, Shopping) focused on increasing ROAS and conversion rate.



Professional Summary

I am a proactive, flexible and results-oriented individual.

Throughout my academic and professional journey, I have developed a strong interest in Digital marketing, data analysis and business innovation. My experience has strengthened my analytical mindset and enhanced my understanding of digital ecosystems, e-commerce operations and performance optimization, with a growing focus on digital implementation, process improvement and data-informed decision making.

Education

Master's Degree in Marketing Management, Omnichannel & Consumer Analytics

Politecnico di Milano – Graduate School of Management

09/2025 – Current, Milan, Italy

Bachelor's Degree in Fashion Marketing

IED, European Institute of Design

10/2021 – 07/2024, Milan, Italy

High School Diploma

Exchange year, *Clayton Heights*

08/2019 – 04/2020, Vancouver, Canada

High School Diploma

Language High School *ESABAC, Savoia Benincasa*

09/2016 – 07/2021, Ancona, Italy

Languages

Italian – Mother tongue

English – Fluent, Cambridge FCE (B2)

Spanish – Advanced, Enforex (B2)

French – Intermediate, ESABAC (B2)

Contacts

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🌐 [Leonardo Novelli](https://www.linkedin.com/in/LeonardoNovelli)