

FABRIZIO MAZZEI

Product-minded AI specialist with a builder's toolkit.

I find what matters, build what works, and measure what counts. Background in AI-powered product development: user validation, cross-functional execution, and continuous iteration.

Created a recurring-revenue service from scratch; trained 40 colleagues on applied AI; managed projects with measurable CPL benchmarks.

London experience (Google, Dentsu); 100+ certifications; published author.



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Fabrizio.AI



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[LinkedIn](#) – [Sito web](#)

[Why Bending Spoons? Find it out](#)

Password: BENDING-SPOONS-AI

PROFESSIONAL EXPERIENCE

Digital Marketing & AI Automation Specialist – InfoCamere

01/2022 – Present | Bari, Italy

- Led internal AI adoption initiative: identified pain points, prioritized solutions, and rolled out tools used daily by 20 colleagues, saving an estimated 7,500 working hours through continuous iteration
- Conceived and validated a new digital service through user survey; now generating €150k/year in recurring revenue
- Designed and delivered the company's first AI enablement programme (11 workshops, 40 participants), using pre/post metrics to measure adoption impact on cycle time and data quality
- Built internal analytics tools for 100+ KPIs; managed €100k+/year advertising budget across 4 accounts

AI Solutions Architect – Freelance

05/2018 – Present | Remote

- Built and shipped AI-powered products from zero to production: web apps, browser extensions, and a full-stack platform with multi-LLM orchestration, prioritizing based on cost-efficiency metrics
- LLM-based automation workflows (deterministic cron+API pipelines) for research, summarisation, classification and reporting; output integrated into existing tools and decision-making processes
- Led cross-functional projects for international clients: coordinated external partners, built a prospect qualification tool, and established CPL benchmarks to optimize acquisition strategy

PREVIOUS EXPERIENCE

Performance Marketing Specialist – Auriga (B2B SaaS) | 2018-2022

- Omnichannel strategy, lead gen +58% YoY, DEM in 5 languages

Co-Founder & Digital Marketing Lead – Giuliano Addestratore | 2018-2023

- End-to-end digital strategy, Meta Ads ROI 15x, Google Ads ROI 5x

PPC Executive – Dentsu/360i | 2017-2018 | London

- PPC campaigns across 13 countries, budget ~£250k/month

Field Operator Associate – Google | 2016-2017 | London

- Google Maps data quality, EMEA

VP & Team Leader (Volunteering) – AIESEC | 2011-2013

Management of 2 teams (15 people), recruitment of 30 new members

EDUCATION

Master, Export Management – ITA, 2016

Master's Degree, Economics and Strategies for International Markets – Univ. Bari | 2013-2016 (110 cum laude)

Erasmus, Management Science – VU Brussels, 2015 (28.5/30)

BOOK PUBLICATION

Work Smarter with Artificial Intelligence

A hands-on guide for professionals
200+ prompt · 430 pages
fabriziomazzei.it/book

DIGITAL SKILLS

Product & Strategy

User research · Validation · Pricing strategy · A/B testing · KPI definition · Roadmap prioritization · Go-to-market

AI & Data

LLM integration · Prompt engineering · Analytics (GA4, SQL, Tableau) · Cost optimization · Usage tracking

Execution

Cross-functional coordination · Agile/Iterative development · Stakeholder communication

Technical Literacy

Next.js · TypeScript · PostgreSQL · API design · Chrome extensions

LANGUAGE SKILLS

Italian

Native

English

Excellent

Spanish

Excellent

French

Basic

100+ CERTIFICATIONS

Artificial Intelligence for Marketing
RPA, AI, and Tech for Leaders
Building with the Claude API
Big Data in the Age of AI

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