LORENZO LEPROTTI | Atlanta, GA (US) | Italian Citizen

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PROFESSIONAL EXPERIENCE

Piana Technology – Atlanta, GA (US) – **Business Analyst / AI Specialist** (06/2025 – Present)

- **Business Intelligence & Innovation Platform:** Designed and built a market intelligence mobile app used by the CEO, R&D engineers, and the sales team (Progressive Web App, Python back-end, Supabase database) to replace manual research workflows. It features multi-industry event tracking and insight generation through API pipelines (Make.com, Perplexity API), delivering curated reports with sourced references. Reduced research time from hours to minutes on a scalable architecture.
- **Programmatic Research & Data Enrichment:** Developed Python-based pipelines to transform raw prospect lists into prioritized sales and event intelligence. For live conferences, enriched and scored 2,000+ attendees down to ~100 high-fit targets using sequential API calls (Perplexity Sonar, deep research, classification scripts). Enabled the sales and marketing teams to approach events and partnerships with data-backed targeting rather than manual outreach.
- **Web Development & Brand Infrastructure:** Led the build-out of the company's full digital presence across both B2C and B2B channels. Engineered a custom Shopify storefront with a proprietary product configurator (Shopify API, Liquid) for a planned D2C launch. Delivered the B2B brand refresh on Squarespace and Wix, including custom HTML blocks built to spec.
- **Performance Management Digitalization:** Redesigned the company's employee review process by building an end-to-end digital workflow on the Microsoft 365 stack (SharePoint, Microsoft Lists, Power Automate, Teams), replacing a fully paper-based process with a structured, automated system that saw quick adoption across the organization.

Piana Technology – Atlanta, GA (US) - **Product Development / Marketing Intern** (08/2024 – 06/2025)

- **B2B Sales Support & Pitch Development:** Led the end-to-end preparation of the Request for Proposal (RFP) presentation for a major Air New Zealand contract, from competitive research to final pitch deck. Translated complex material science capabilities into a commercial value proposition, helping secure a top 2 finalist position globally.
- **Product Research & Market Sizing:** Conducted the full competitive landscape analysis for a new pillow product line, including price segmentation, market positioning, and category benchmarking. Assist the three viable prototypes to the engineering team based on defined technical and commercial requirements.
- **Marketing Analytics & SEO:** Built the company's GA4 setup from scratch and executed technical and content SEO audits across both corporate websites. Led the Cloudflare migration for improved security and performance, built a public-facing store locator, and handled ongoing site maintenance.

EDUCATION

Bocconi University – Milan, Italy - **Bachelor's Degree, Economics and Finance** (2021-2024)

- Final thesis: "The international expansion in digital payment systems: the Mercado Pago case" (prof. Omarini)
- Exchange semester student at UADE Buenos Aires (2023)
- Extra-curricular work: Sales Attendant (ALDI, 4 months, 2022), Content Developer (Bocconi Students for Digital Transition, 2 years, 2022-2024), Content Developer (Bear Journal Blog, self-created, 3+ years)
- Relevant Coursework: Corporate Finance, Applied Finance, Strategic Marketing, Micro and Macroeconomics, Computer Science (Python foundations & Data Analysis)

TECHNICAL SKILLS

AI-Assisted Development & Automation: Python (Flask, Scrapers, Automation Scripts), Claude Code, API Integrations (Claude, Perplexity, Gemini), Make.com, Microsoft 365 (Power Automate, Lists)

Web, E-commerce & Data: Shopify (API, Liquid), Squarespace, Wix, WordPress, Webflow, HTML/CSS, GA4, Supabase, SQL (basic), Turso

Financial Planning & Analysis: Unit Economics (CAC/LTV), Budgeting & Forecasting, Market Sizing, Go-to-Market (GTM) Strategy, Digital Adoption, Competitive Market Research.

Languages: Italian (Native), **English** (Fluent), **Spanish** (Fluent)