



Giacomo Caranese

Email: giacomo@novlini.io

Phone: +33633805874

Address: 14 avenue Victoria, 75001 Paris, France

Website: www.novlini.io

📖 Founder of Novlini, a CRM and Go-To-Market consulting firm specialized in modern CRM architectures and revenue operations. With over 6 years of experience across CRM strategy, marketing automation, and GTM execution, I help organizations redesign their CRM systems, structure their data, and align marketing and commercial teams around scalable processes. I combine strategic thinking with hands-on implementation, leading CRM migrations, system redesigns, and cross-functional transformation programs across Europe and the US.

Experience

Founder & Senior CRM / GTM Consultant at Novlini (2019 - Present)

- Redesign CRM systems to reflect real business processes and revenue models
- Lead CRM migrations from legacy platforms to modern, scalable architectures
- Structure data models, pipelines, workflows, and automation frameworks
- Design marketing automation and lifecycle programs
- Support CRM tool selection and system evaluation processes
- Align marketing, commercial, and operations teams around unified CRM processes
- Coordinate cross-functional stakeholders across Marketing, Sales, Data, Product, and IT

- Provide leadership teams with pipeline visibility and performance reporting

Selected engagements include full CRM transitions, revenue operations structuring, and marketing automation deployment.

Digital Marketing Lecturer at HEC Paris (2021 - Present)

Deliver courses for Executive MBA and Master students on:

- Social content marketing strategy
- Digital attention economy
- Platform-driven growth models

GTM Lead at Jellysmack (2022 - 2024)

Lead growth and revenue operations initiatives within a global creator-focused media company.

- Structured CRM processes to support international creator programs
- Launched and scaled new B2C initiatives
- Built reporting and operational visibility frameworks
- Coordinated cross-functional teams across growth, product, and operations

Digital Marketing at TheFork (2019)

Worked on lifecycle marketing and performance monitoring within a large international digital platform.

- Managed newsletters and push notification campaigns
- Contributed to marketing performance analysis
- Supported CRM-driven engagement initiatives

Education



emlyon business school

Msc in Management - Programme Grande École



Sciences Po Lyon

Master in Globalization and International Affairs



Prépa HEC - IPESUP

Higher Business School Preparatory Classes (classe préparatoire HEC)



Lycée Henri IV

Scientific "Baccalauréat" specialized in Mathematics with excellent academic achievements

Skills

- Core Competencies
- CRM transformation & migration
- Marketing automation & lifecycle orchestration
- Revenue operations structuring
- Data modelling & workflow architecture
- Cross-functional program leadership
- GTM process optimization

Tools

- Attio
- Twenty
- Customer.io
- Clay
- Lemlist, Smartlead
- n8n, Zapier, Make
- Airtable
- Framer