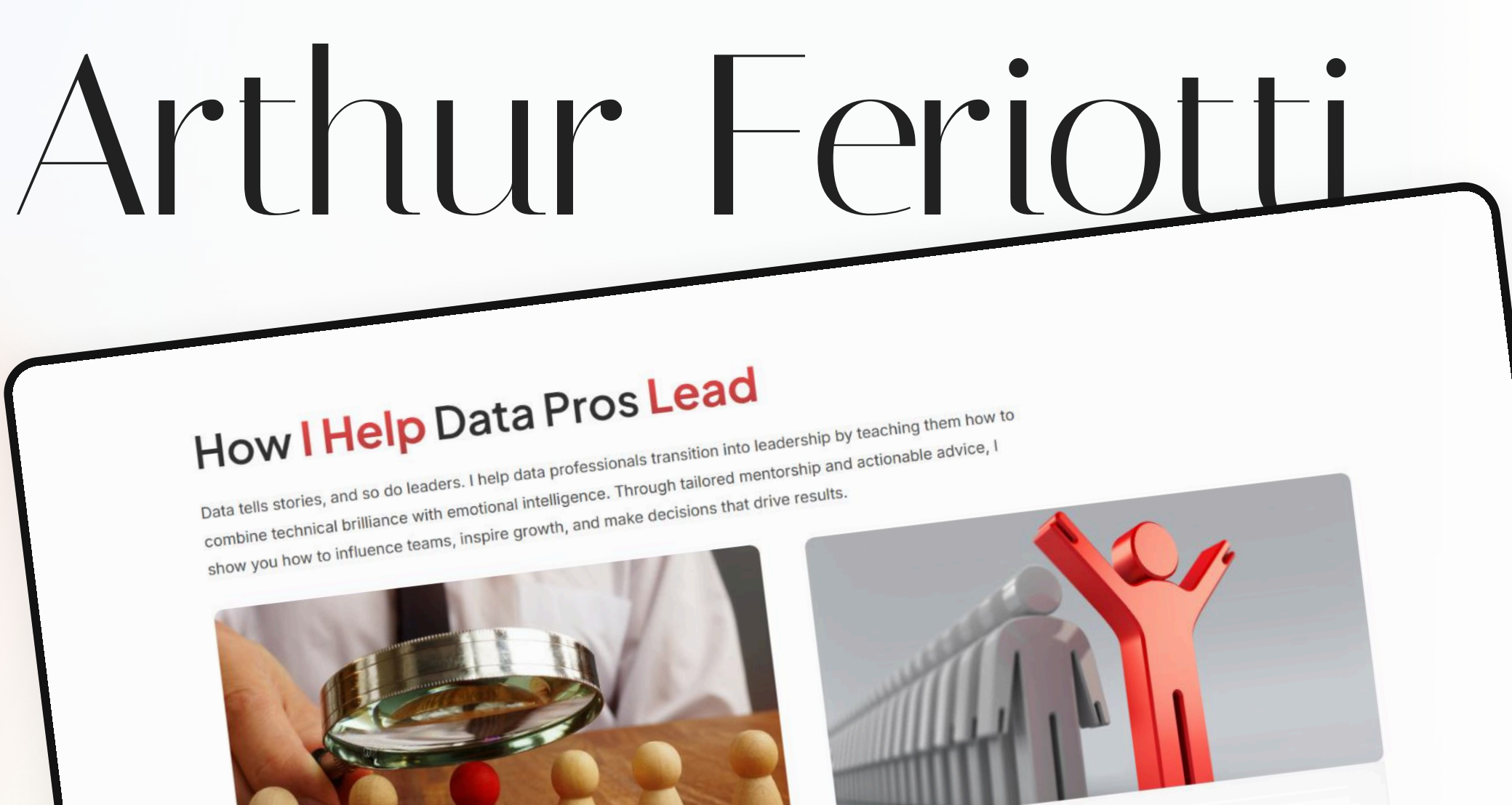
Arthur Feriotti



How I Help Data Pros Lead

Data tells stories, and so do leaders. I help data professionals transition into leadership by teaching them how to combine technical brilliance with emotional intelligence. Through tailored mentorship and actionable advice, I show you how to influence teams, inspire growth, and make decisions that drive results.

Leadership Assessment Test

A tailored leadership assessment to uncover what you're great at, where you can grow, and how to take your leadership to the next level.

Start the assessment

Data Leadership Program

A personalized 8-week mentorship program to help you refine your analytical expertise, build critical leadership skills, and become the go-to leader in your field.

Become a leader

About Arthur F.

Arthur Feriotti is a Leadership Coach and CTO who helps data professionals step into leadership roles. With a strong professional background but little online presence, Arthur wanted to **build credibility and visibility on LinkedIn** to attract opportunities and position himself as a thought leader.

Client	Arthur Feriotti
Industry	Leadership / Coaching
Scope of work	Content Design
Timeline	On-going

Project Overview

I helped Arthur Feriotti, a Leadership Coach and CTO, build a strong personal brand on LinkedIn. Through a mix of content strategy and design, we transformed his presence from zero visibility to viral influence, establishing him as a trusted voice for data professionals stepping into leadership roles.

Strategic Positioning

Defined a clear personal brand and content direction tailored to Arthur's audience of aspiring data leaders.

Content Design

Created branded visuals and post formats that built recognition, trust, and a professional presence.

Growth & Authority

Boosted visibility with viral posts (10K+ reactions, 1,300+ reposts), driving credibility and recognition in his niche.

The Challenge

The client Despite being an accomplished CTO and leadership coach, Arthur had little to no visibility on LinkedIn. His expertise wasn't reaching the right people, and his content lacked consistency, design quality, and a strong brand voice. To build authority and attract opportunities, he needed a complete personal brand transformation.needed a way to assess leadership traits while also capturing leads, but lacked both the right digital infrastructure and an engaging tool. The absence of a structured system made it difficult to attract, qualify, and convert potential clients effectively.

Confused Positioning

He struggled to balance his identity as both a CTO and leadership coach, leading to unclear messaging and content on LinkedIn.

Zero Visiblity

Arthur's presence on LinkedIn was almost non-existent, making it difficult to stand out in a competitive coaching space.

Lack of Consistency

Posts were irregular, with no structured strategy to maintain audience engagement and way to capture leads through LinkedIn.

Poor Content Design

Visuals didn't match the level of professionalism needed to build credibility and recognition.

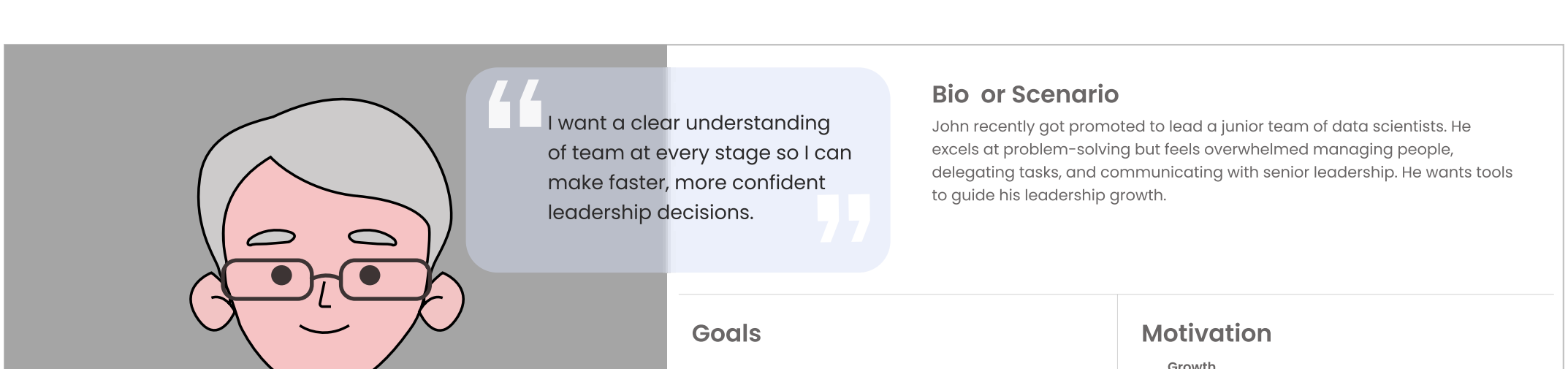
Low Engagement

With unclear messaging and design, his posts failed to spark conversations or attract the right audience.

User Personas

To design an experience that truly fits the needs of Arthur's audience and ICP, we defined two core personas based on our research and interviews. These personas capture the goals, frustrations, and behaviors of the platform's primary stakeholders — ensuring our design decisions were guided by real-world needs rather than assumptions.

- Mid Level Managers - Managing teams but struggling with confidence, delegation, and people skills.
- Senior Individual Contributors - Strong technically, seeking validation and guidance to step into leadership.



"I can solve the hard problems but people leadership still feels like guesswork."

Sarah Khan
29, los Angeles

Mid-Level Manager – Finance
Education - Bachelor's in Data Science

Bio or Scenario

Sarah leads a team of analysts at a financial services firm. While strong in technical delivery, she struggles with people management, delegation, and motivating his team. She's ambitious about moving into senior leadership but lacks clarity on her natural leadership style and gaps.

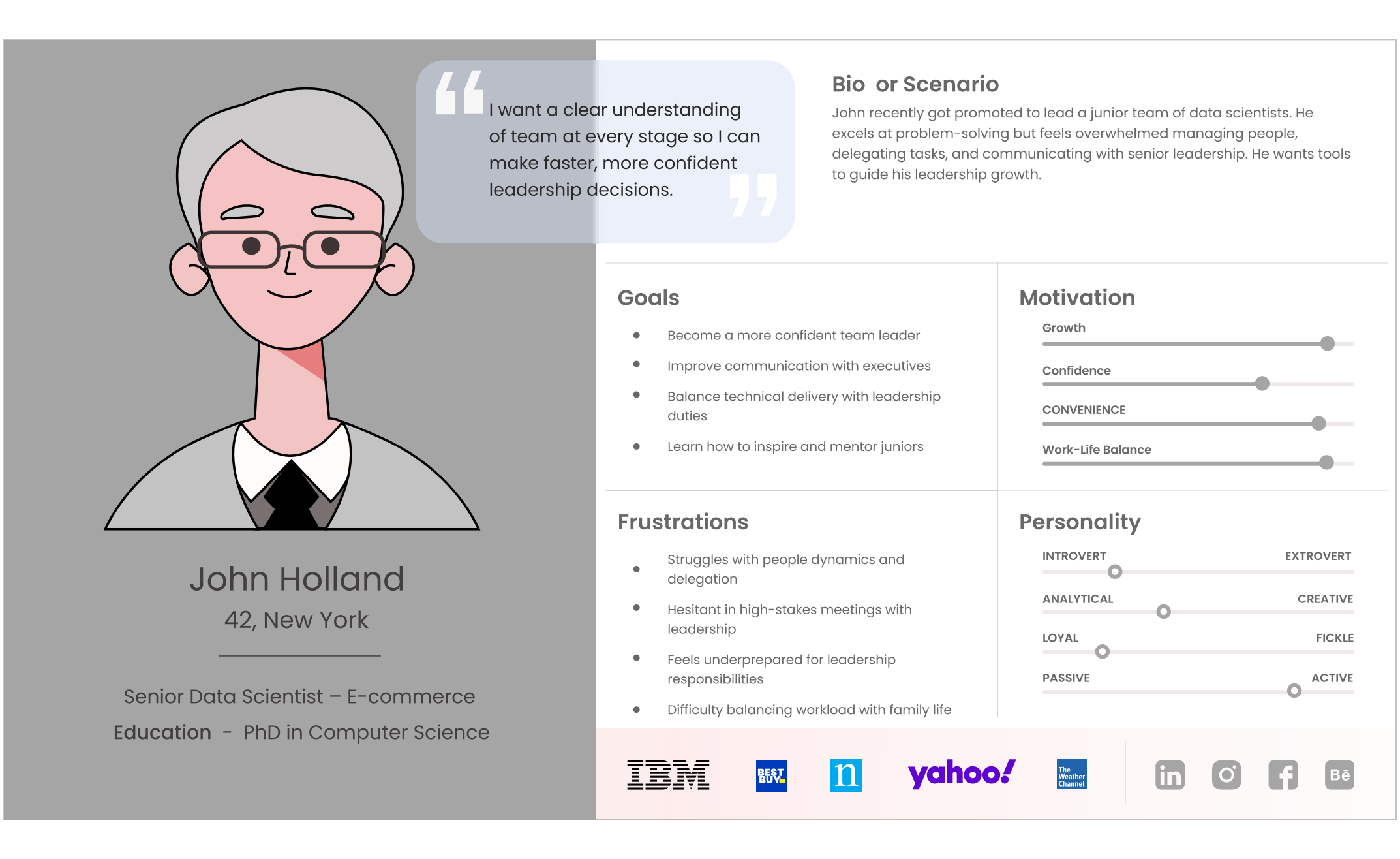
Goals

- Build confidence in decision-making
- Delegate effectively without micromanaging
- Improve team engagement and productivity
- Gain clarity on leadership strengths and blind spots

Frustrations

- Unsure if she's leadership "material"
- Over-reliance on technical skills instead of soft skills
- Difficulty handling conflict within the team
- Limited feedback from senior management

Motivation
Growth
Confidence
Career Progression
Practical Insights
Personality
INTROVERT
EXTROVERT
ANALYTICAL
CREATIVE
LOYAL
FICKLE
PASSIVE
ACTIVE



"I want a clear understanding of team at every stage so I can make faster, more confident leadership decisions."

John Holland
42, New York

Senior Data Scientist – E-commerce
Education - PhD in Computer Science

Bio or Scenario

John recently got promoted to lead a junior team of data scientists. He excels at problem-solving but feels overwhelmed managing people, delegating tasks, and communicating with senior leadership. He wants tools to guide his leadership growth.

Goals

- Become a more confident team leader
- Improve communication with executives
- Balance technical delivery with leadership duties
- Learn how to inspire and mentor juniors

Frustrations

- Struggles with people dynamics and delegation
- Hesitant in high-stakes meetings with leadership
- Feels underprepared for leadership responsibilities
- Difficulty balancing workload with family life

Motivation
Growth
Confidence
CONVENIENCE
Work-Life Balance
Personality
INTROVERT
EXTROVERT
ANALYTICAL
CREATIVE
LOYAL
FICKLE
PASSIVE
ACTIVE

Work Process

Strategy & Content Process

01

Discovery & Positioning

Understood Arthur's background, audience, and goals to define a clear personal brand direction.

02

Content Strategy

Mapped out themes, content pillars, and post formats aligned with his niche and leadership coaching style.

03

Visual Identity Design

Created branded templates and a consistent design system to make his content instantly recognizable.

04

Content Creation

Developed a mix of carousels, infographics, quotes, and thought-leadership posts to engage different audience types.

05

Tone & Storytelling Alignment

Crafted content in a voice that felt authentic, approachable, and authoritative, building trust with his audience.

06

Optimization & Growth

Monitored performance, refined designs, and doubled down on formats that drove higher reach and engagement.

Design System

Typography and color

Antonio

Antonio font is a great typeface that gives a bold and modern look. It is mainly used for headings to give a strong look.

a a a a a

0 1 2 3 4 5

#B73E3E

H1 24/ Semi bold	Body text 16/ Regular
H2 20/ Medium	Body text 14/ Regular
H3 14/ Medium	**Button** 14/ Semibold

#333333

#FFFFFF

#A6A6A6

#F2AF4C

- User Journey

Arthur's target audience, data professionals aspiring to leadership, often struggled with visibility, growth, and clarity in their careers. By reshaping Arthur's LinkedIn brand, we designed a journey where his content spoke directly to their needs, guiding them from confusion to confidence.

Aspiring Data Leader

Before	After
Felt stuck in a technical role, unsure how to transition into leadership. Had no role models speaking their language.	Discovered Arthur's posts on leadership frameworks and saw a clear path to becoming a leader, with relatable insights tailored to data professionals.

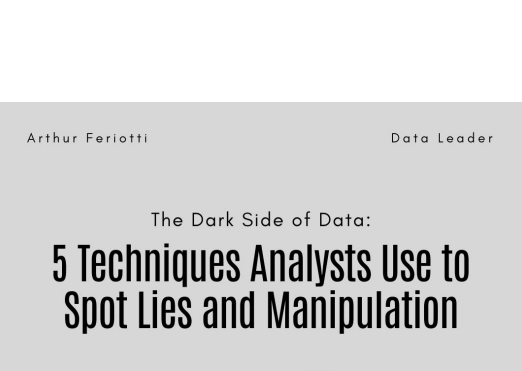
Mid-Level Manager

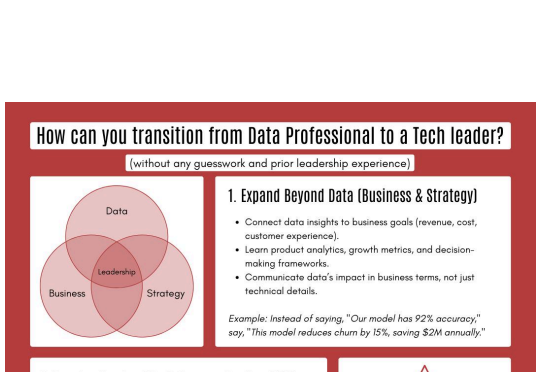
Before	After
Lacked confidence in leading teams, often second-guessed decisions, and didn't know where to seek guidance.	Engaged with Arthur's carousels and infographics, gaining practical leadership tips that boosted decision-making confidence.

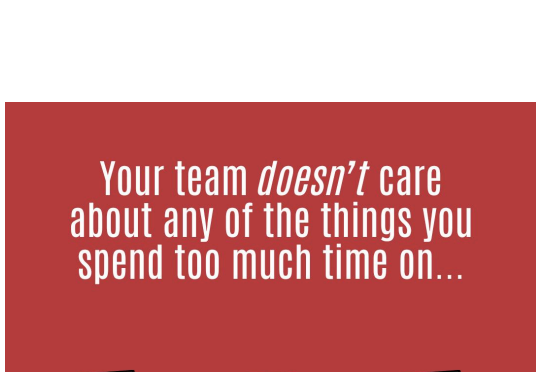
Senior Professional Seeking Growth

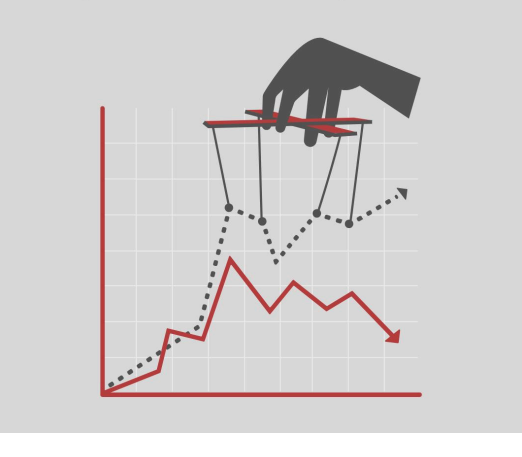
Before	After
Wanted to move into higher executive roles but struggled with visibility and influence. Felt unseen despite experience.	Found inspiration in Arthur's thought-leadership content, which positioned him as a mentor figure, offering strategies to elevate their leadership presence.

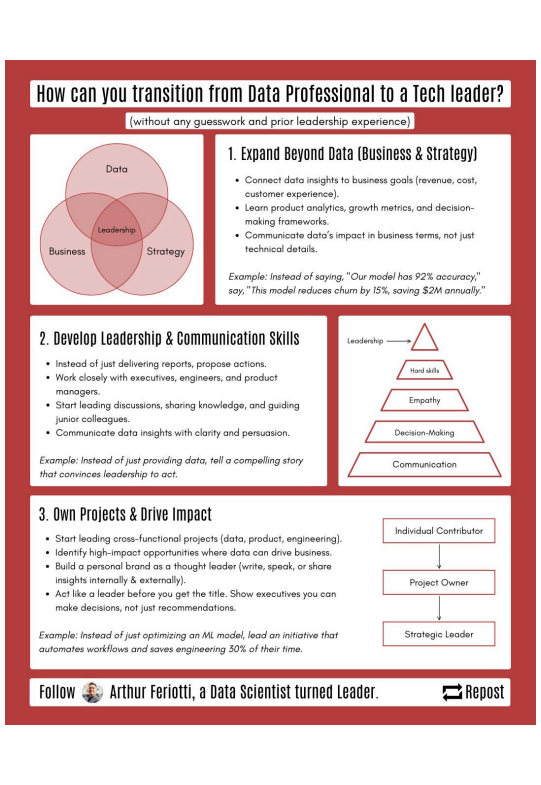
Content Design

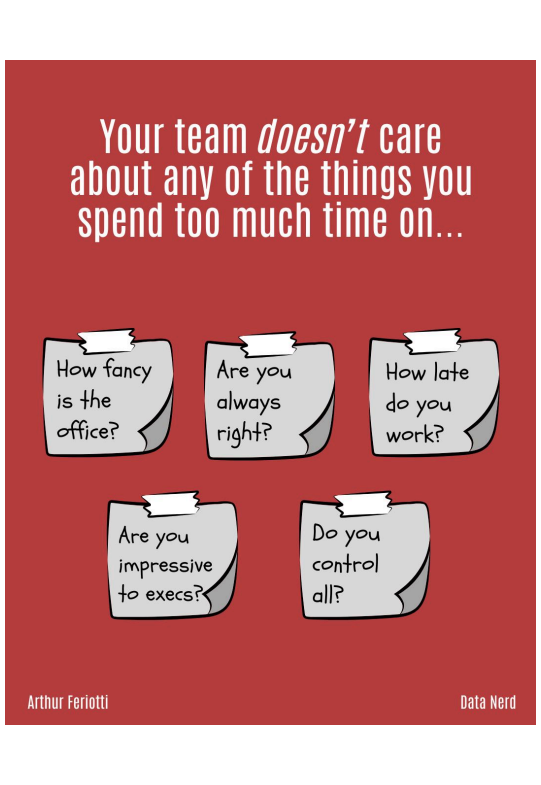

BOOSTED EFFICIENCY
Streamlined my data workflows significantly.
ENHANCED LEADERSHIP
Improved project outcomes and team guidance
PROBLEM-SOLVING
Enhanced my approach to complex problems
ELEVATED PERFORMANCE
Provided my team with cutting-edge insights
STRATEGIC DECISIONS
Enabled precise, timely recommendations for clients
MAXIMIZED IMPACT...
Continuous significant outcomes
COMPETITIVE EDGE
Strengthened my position in client meetings
Elevated Performance
Enhanced Leadership
Competitive Edge
Strategic Decisions
Problem Solving
Boosted Efficiency
Arthur Feriotti
Data Nerd

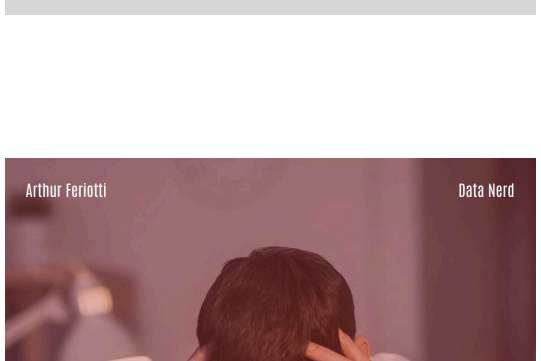

3 BEST LEARNING TECHNIQUES
You can apply this in everything...
Spaced Repetition
The 80/20 Rule
Multiple Sources
Improves retention by revisiting information at increasing intervals over time.
Helps to focus on high-impact activities for maximum results
Involves studying a topic from various materials to gain diverse perspectives and a deeper understanding.
Arthur Feriotti
Data Nerd

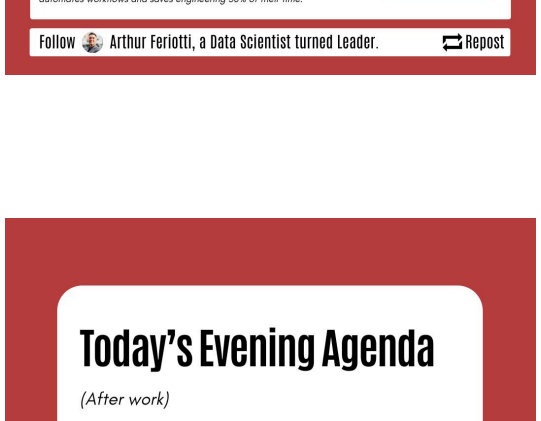

LEARN 'HOW TO LEARN'
Memory Techniques
Active Learning
Reflection
Critical Thinking
Arthur Feriotti
Data Nerd

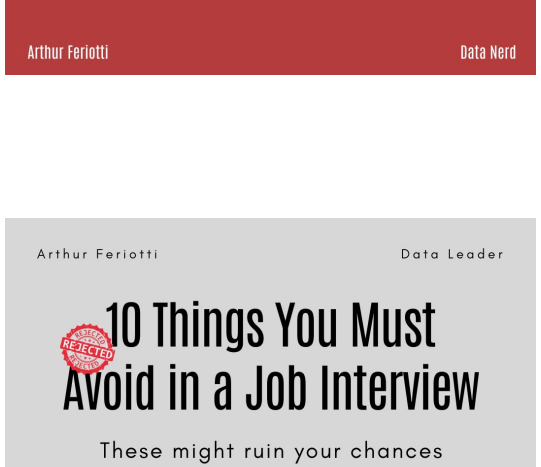

Arthur Feriotti
Data Leader
The Dark Side of Data:
5 Techniques Analysts Use to Spot Lies and Manipulation

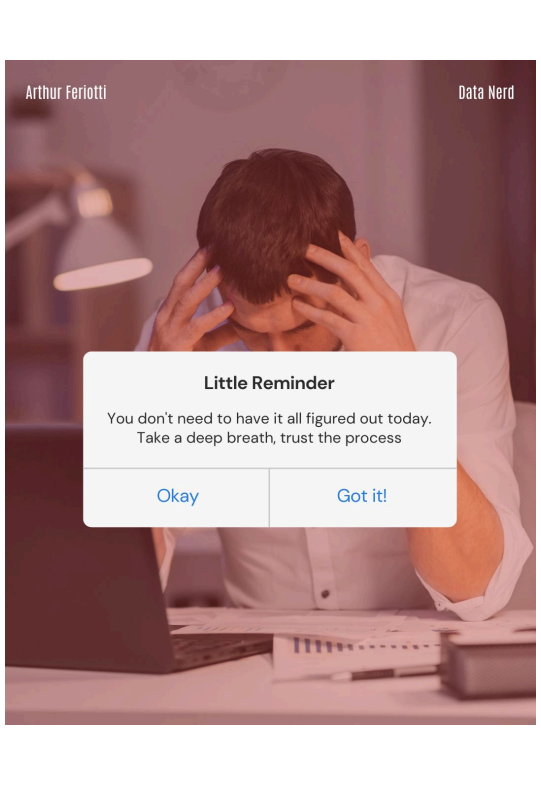

How can you transition from Data Professional to a Tech leader?
(without any guesswork and prior leadership experience)
1. Expand Beyond Data (Business & Strategy)
2. Develop Leadership & Communication Skills
3. Own Projects & Drive Impact
Follow Arthur Feriotti, a Data Scientist turned Leader.
Repost

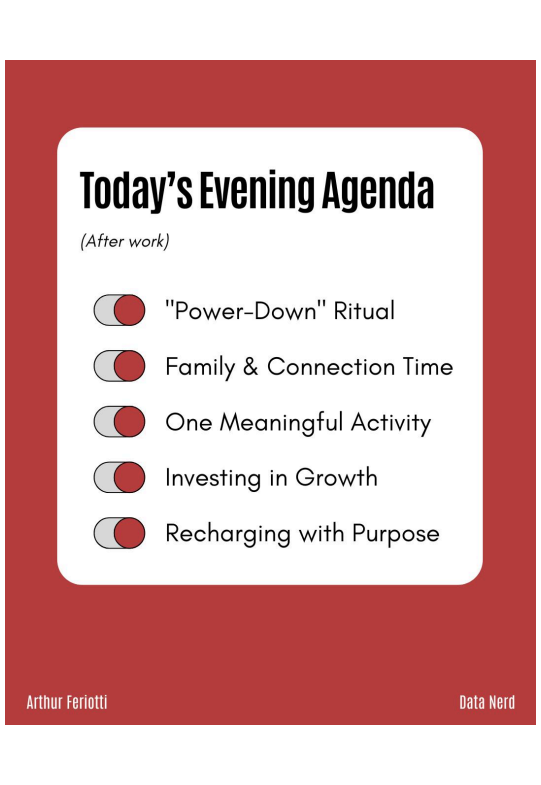

Your team doesn't care about any of the things you spend too much time on...
How fancy is the office?
Are you always right?
How late do you work?
Are you impressive to execs?
Do you control all?
Arthur Feriotti
Data Nerd

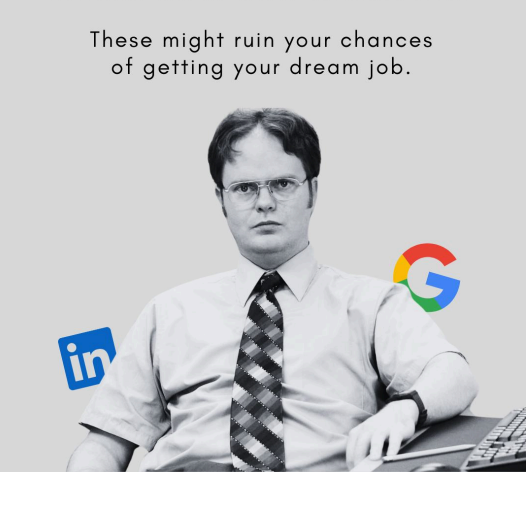

Arthur Feriotti
Data Nerd
Little Reminder
You don't need to have it all figured out today. Take a deep breath, trust the process
Okay
Got it!


Today's Evening Agenda
(After work)
"Power-Down" Ritual
Family & Connection Time
One Meaningful Activity
Investing in Growth
Recharging with Purpose
Arthur Feriotti
Data Nerd

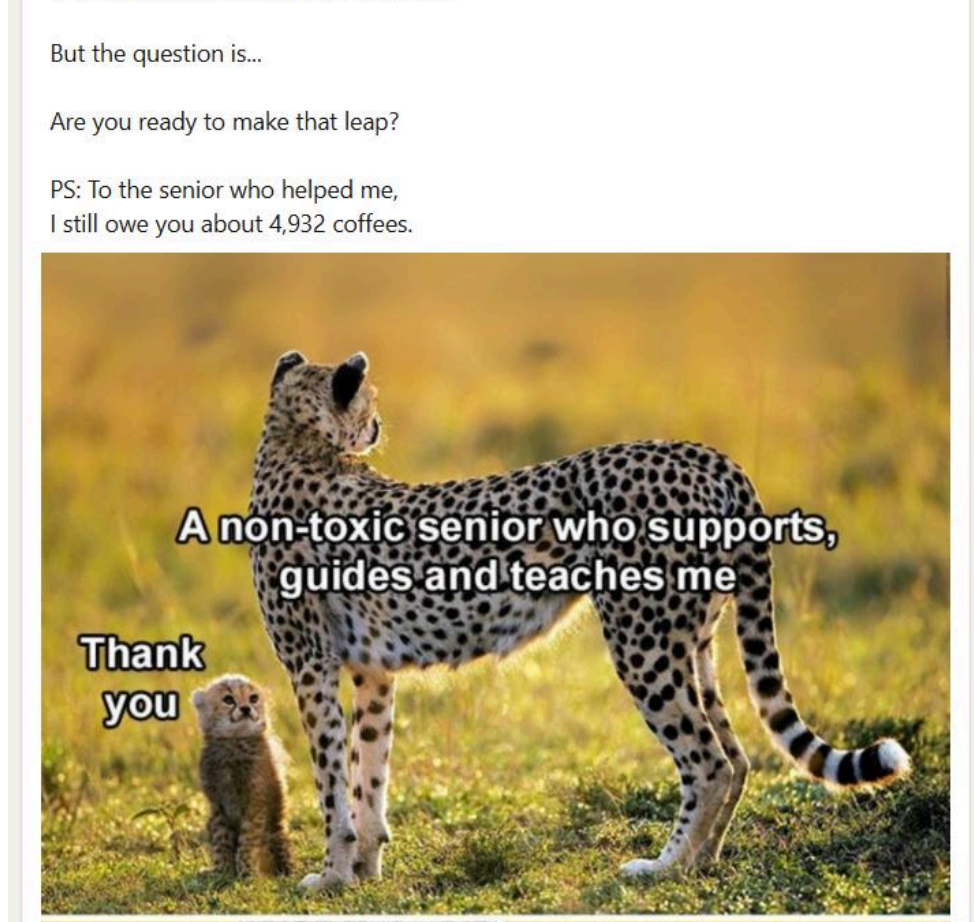

Arthur Feriotti
Data Leader
10 Things You Must Avoid in a Job Interview
These might ruin your chances of getting your dream job.


Leadership Career Trajectory
What people think it is:
Promoted to tech lead
Engineering manager
VP of engineering
Become a CTO
Get good at coding
VS
What it actually is:
Mastering technical skills
Influencing without authority
Taking ownership
Politics & communication
Balancing people & strategy
Arthur Feriotti
Data Nerd


THE PRISONER'S DILEMMA
Cooperate
Defect
Cooperate
Defect
3
3
5
0
0
5
1
1
Arthur Feriotti
Data Nerd


Recognizing the critical need for a more robust solution, we decided to transition to a new provider for all IT-related operations.
With such a complex undertaking, the stakes were incredibly high, leaving no margin for downtime or disruptions.
DO NOT F*CK THIS UP..!!!
Arthur Feriotti
Data Nerd

LinkedIn Ghostwriting



Arthur Feriotti • 2nd
CTO (ex Mad Scientist) | Ask me about bad data, great teams & ...
3w •

When I was a junior data analyst,

I had one senior who changed everything for me.

He didn't laugh at my questions.
He didn't make me feel like I didn't belong.

Instead, he sat down, explained things patiently, and said,

"You'll get there. Everyone starts somewhere."

Not many people do that.

Most will watch you struggle.
Some will even add to it.

But if you're lucky enough to find that
one person, it can shape your whole career.

For me, it did.

That support gave me the confidence to grow
from analyst → manager → head of IT → CTO.

And now, I try to be that person for others.

Because careers aren't built alone.

They're built by the few who decide
to lift you up when they don't have to.

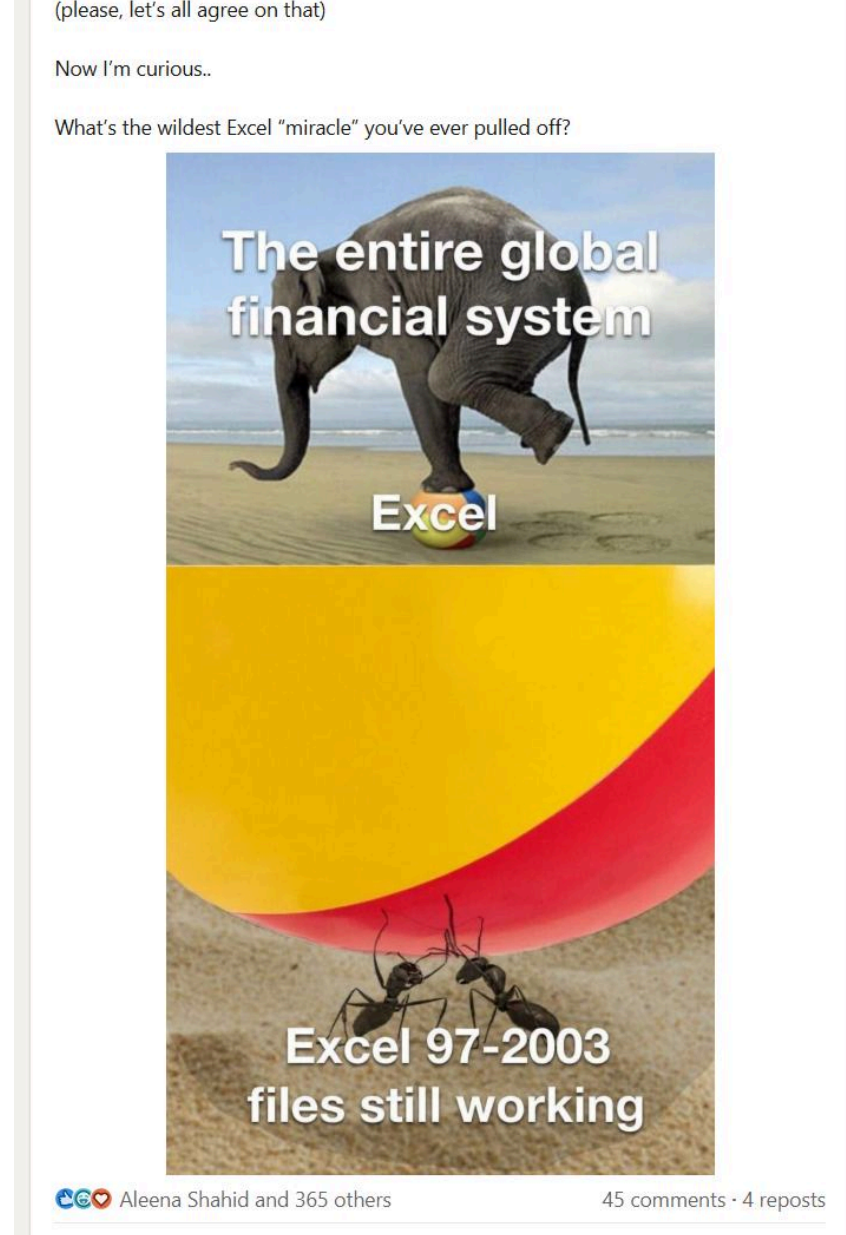
But the question is...

Are you ready to make that leap?

PS: To the senior who helped me,
I still owe you about 4,932 coffees.

+ Follow
A non-toxic senior who supports, guides and teaches me
Thank you
I will never forget this
I would fight for you

Aleena Shahid and 9,935 others
160 comments · 1,240 reposts



Arthur Feriotti • 2nd
CTO (ex Mad Scientist) | Ask me about bad data, great teams & ...
2w •

A week ago, I said we have better tools for *relational* databases than Excel.

But then... people came for me: "How dare you?"

One even called me a reckless, Excel-hating anarchist.
(okay, fine, no one ever said that but it felt like it.)

So here's me making peace with the spreadsheet gods.

Because truth is... Excel is magic when used for right things:

✅ Data cleaning
Split, trim, filter, remove duplicates.

✅ Pivot tables
Slice and summarize messy data in seconds.

✅ Prototyping
Test ideas fast before building pipelines.

✅ Exploratory analysis
Drop in raw data, chart it, spot trends.

✅ Dashboards
Formulas + charts = simple but powerful reports.

✅ Automation
Macros save hours of repetitive work.

So yeah,

Excel is a great option for a lot of things but as you
scale your business, you must move to better options.

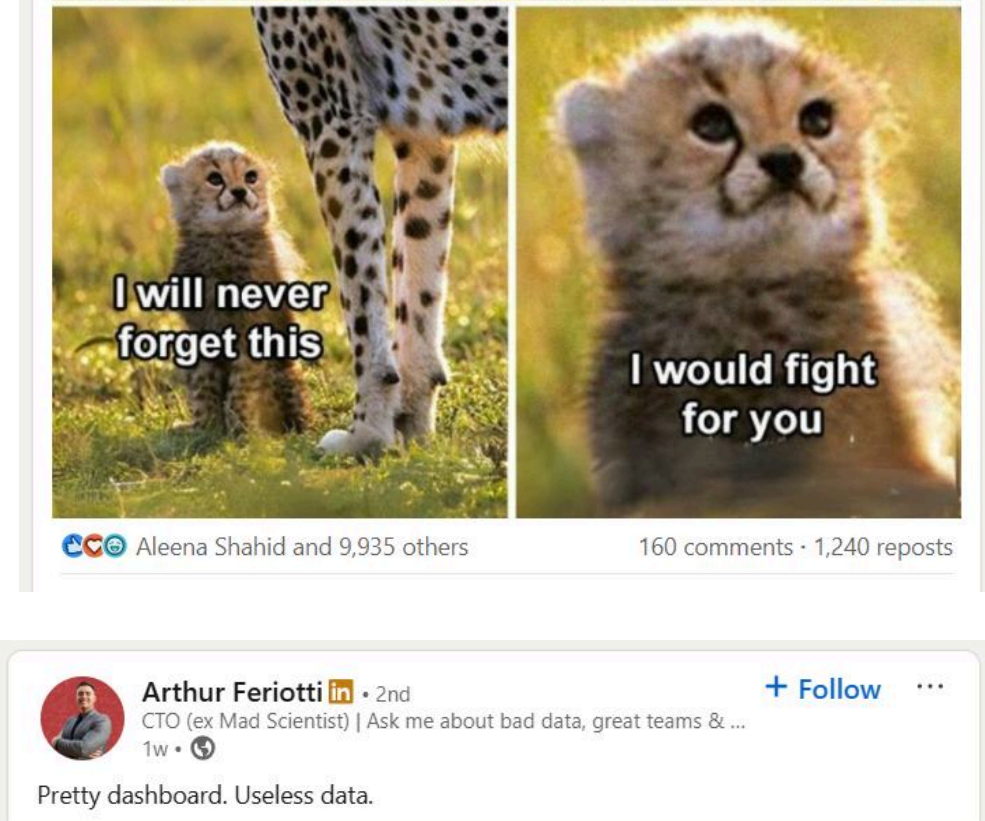
(please, let's all agree on that)

Now I'm curious..

What's the wildest Excel "miracle" you've ever pulled off?

+ Follow
The entire global financial system
Excel
Excel 97-2003 files still working

Aleena Shahid and 365 others
45 comments · 4 reposts

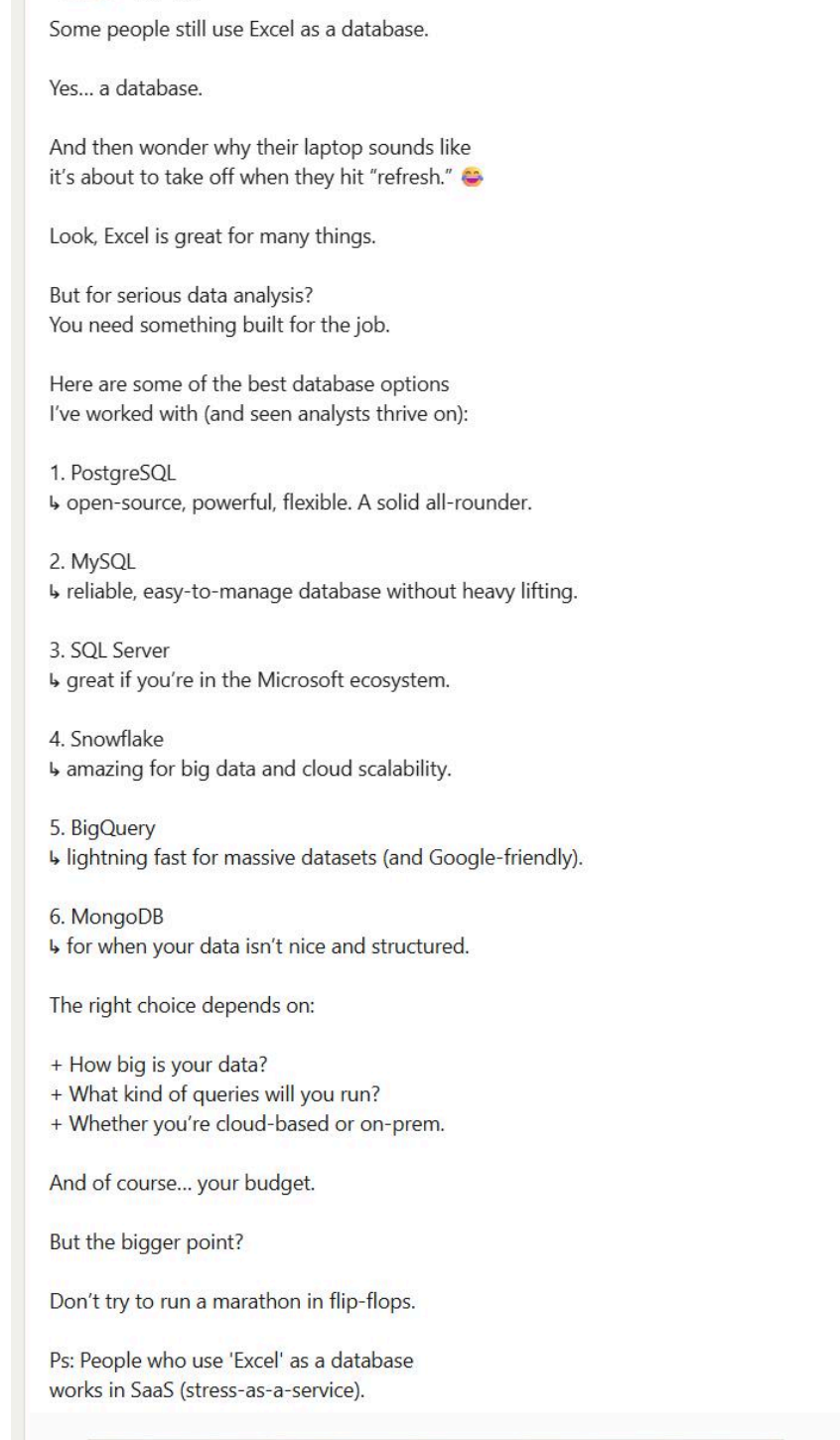


Arthur Feriotti • 2nd
CTO (ex Mad Scientist) | Ask me about bad data, great teams & ...
1w •

Pretty dashboard. Useless data.

+ Follow
Clients
Users
I love it!
Me too!

Aleena Shahid and 628 others
26 comments · 15 reposts



Arthur Feriotti • 2nd
CTO (ex Mad Scientist) | Ask me about bad data, great teams & ...
3w •

Some people still use Excel as a database.

Yes... a database.

And then wonder why their laptop sounds like
it's about to take off when they hit "refresh." 😂

Look, Excel is great for many things.

But for serious data analysis?
You need something built for the job.

Here are some of the best database options
I've worked with (and seen analysts thrive on):

1. PostgreSQL
↳ open-source, powerful, flexible. A solid all-rounder.

2. MySQL
↳ reliable, easy-to-manage database without heavy lifting.

3. SQL Server
↳ great if you're in the Microsoft ecosystem.

4. Snowflake
↳ amazing for big data and cloud scalability.

5. BigQuery
↳ lightning fast for massive datasets (and Google-friendly).

6. MongoDB
↳ for when your data isn't nice and structured.

The right choice depends on:

+ How big is your data?
+ What kind of queries will you run?
+ Whether you're cloud-based or on-prem.

And of course... your budget.

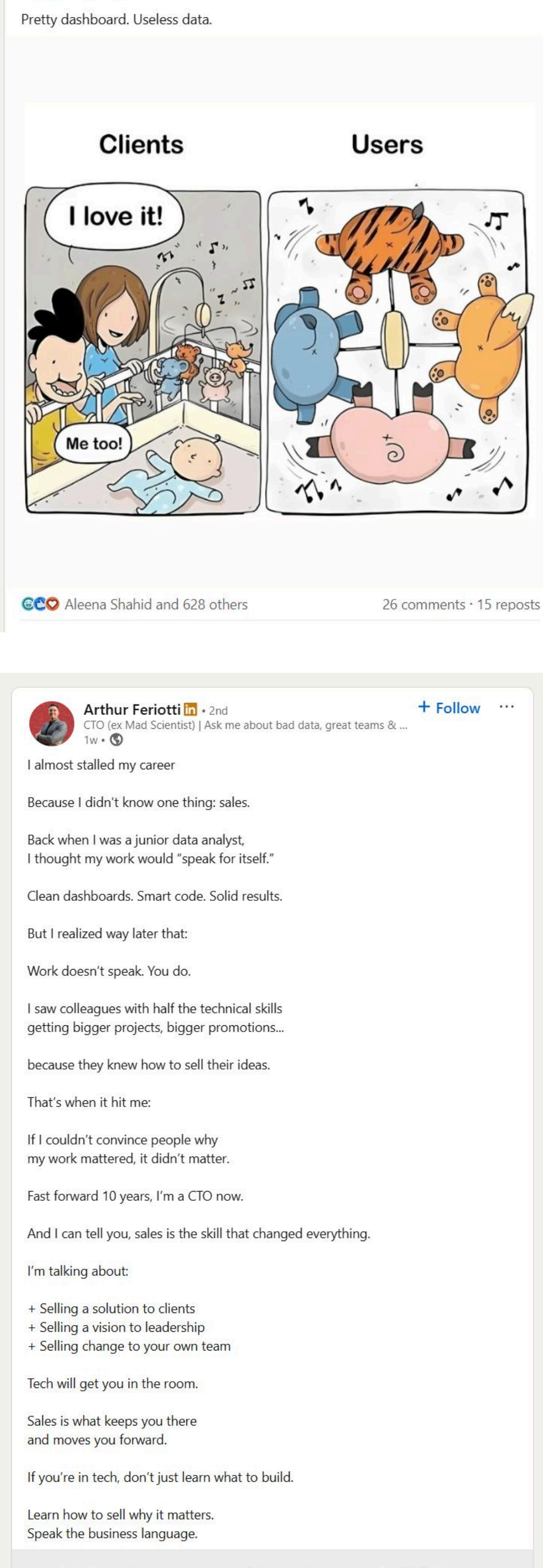
But the bigger point?

Don't try to run a marathon in flip-flops.

Ps: People who use 'Excel' as a database
works in SaaS (stress-as-a-service).

+ Follow
3 rules:
-no wishing for death
-no falling in love
-no bring back dead people
I want to use Excel as a database
There are 4 rules

Aleena Shahid and 374 others
64 comments · 14 reposts



Arthur Feriotti • 2nd
CTO (ex Mad Scientist) | Ask me about bad data, great teams & ...
1w •

I almost stalled my career

Because I didn't know one thing: sales.

Back when I was a junior data analyst,
I thought my work would "speak for itself."

Clean dashboards. Smart code. Solid results.

But I realized way later that:

Work doesn't speak. You do.

I saw colleagues with half the technical skills
getting bigger projects, bigger promotions...

because they knew how to sell their ideas.

That's when it hit me:

If I couldn't convince people why
my work mattered, it didn't matter.

Fast forward 10 years, I'm a CTO now.

And I can tell you, sales is the skill that changed everything.

I'm talking about:

+ Selling a solution to clients
+ Selling a vision to leadership
+ Selling change to your own team

Tech will get you in the room.

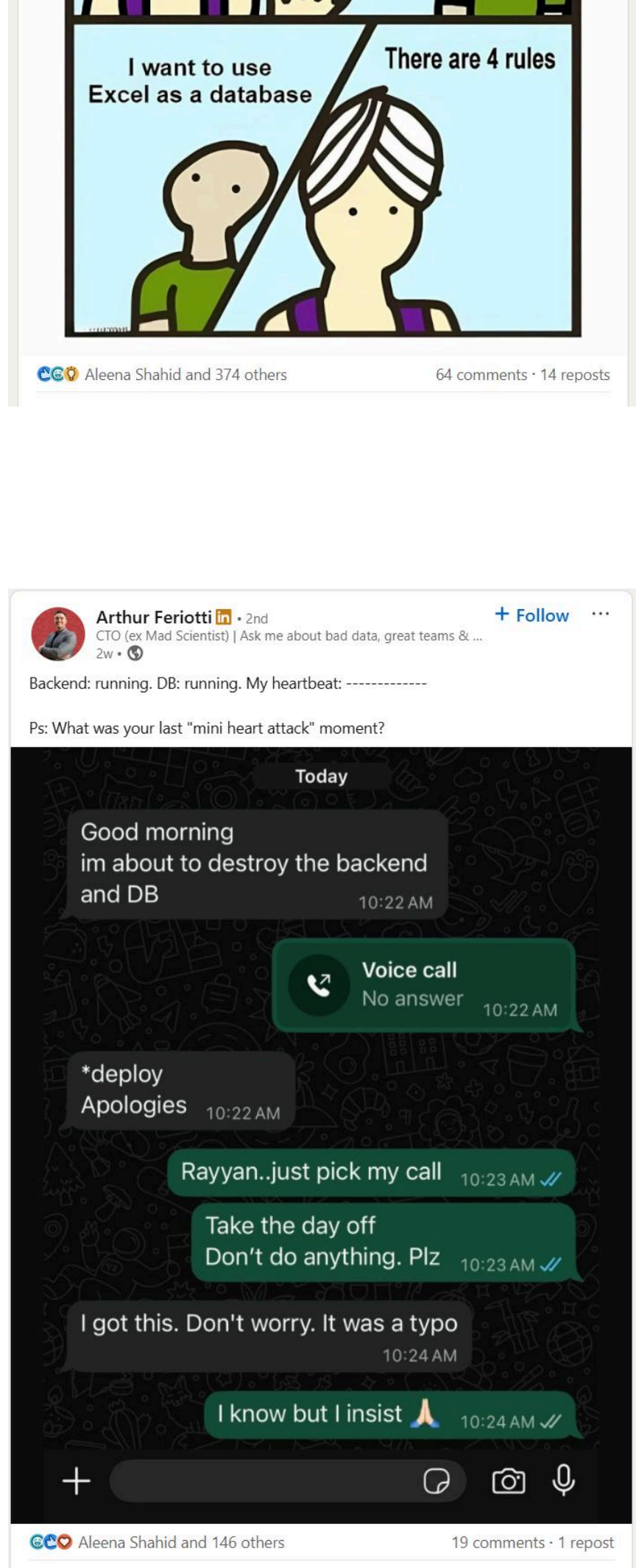
Sales is what keeps you there
and moves you forward.

If you're in tech, don't just learn what to build.

Learn how to sell why it matters.
Speak the business language.

+ Follow
Tech nerds without sales skills
Clean dashboards will speak for themselves
Smart code = instant promotions
Solid results are enough to get noticed
Why would I need sales? I'm in tech.
Tech nerds with sales skills
Selling a vision to leadership in terms of ROI
Selling change to your team without resistance
Tech gets you in the room. Sales keeps you there
Selling a solution to clients in their language

Aleena Shahid and 179 others
25 comments · 3 reposts



Arthur Feriotti • 2nd
CTO (ex Mad Scientist) | Ask me about bad data, great teams & ...
2w •

Backend: running. DB: running. My heartbeat: ------------

Ps: What was your last "mini heart attack" moment?

Today

Good morning
im about to destroy the backend
and DB 10:22 AM

Voice call
No answer 10:22 AM

*deploy
Apologies 10:22 AM

Rayyan..just pick my call 10:23 AM

Take the day off
Don't do anything. Plz 10:23 AM

I got this. Don't worry. It was a typo 10:24 AM

I know but I insist 🙏 10:24 AM

Aleena Shahid and 146 others
19 comments · 1 repost

- Results & Impact

The custom website and leadership assessment tool transformed the client's digital presence. It not only delivered a professional platform but also created an interactive experience that educated visitors, built trust, and drove measurable growth in lead generation.

Results & Impact

1,480.5% increase in Growth

One post went viral with over 10,000 reactions and 1,300+ reposts, putting Arthur's ideas in front of a global audience.

680,000+ Impressions in 7 days

His content consistently attracted strong engagement, with multiple posts crossing 500–1,000 reactions and 100+ reposts.

5x Increase in Profile Visists

Arthur's optimized content design and positioning led to a sharp spike in profile traffic, increasing opportunities for connection.

Recognized Thought Leader

Beyond numbers, Arthur gained credibility as a trusted voice in leadership for data professionals, leading to higher visibility and authority in his niche.

3x Follower Growth

His follower base grew rapidly as his posts reached new audiences, building a consistent and engaged community.

Stakeholder Feedback

November 22, 2024

Arthur Feriotti - Fractional CTO and Leadership Mentor Australia

I hired Aleena to manage my personal branding strategy and content creation for LinkedIn, and I couldn't be happier with the results. I'd always wanted to share content on LinkedIn but struggled to figure out where to start, how to position myself effectively, or write engaging copy. On top of that, I just didn't have the time to do it properly.

Aleena made the entire process easy with her structured approach and clear guidance. She helped me define my personal brand, craft compelling posts, and create a consistent presence on LinkedIn. Her ability to break down the steps and guide me through the process was invaluable.

What I appreciated most about working with Aleena was her responsiveness and professionalism. Whenever I had questions or needed adjustments, she was always quick to respond and provide support. She's not only great at what she does but also a pleasure to deal with.

If you're thinking about working with Aleena, do it! She's a pro, super easy to work with, and somehow makes personal branding (and writing posts!) feel simple and even fun. You'll wonder why you didn't start sooner.

Let's Collaborate

Have a project in mind or want to build something amazing?