

Alessandro Carlaccini

**DIGITAL MARKETING MANAGER
SOCIAL MEDIA SPECIALIST**



Contact

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Career Goal

I am a **STORYTELLING-MINDED** strategist and marketer working on the way brands interact with their audiences through digital content. I gained several professional experiences in community management, social media strategy, storytelling, and digital marketing as a freelance consultant.

I have a **T-SHAPED** skill set and I am qualified at managing multiple projects with competing deadlines. Now I am willing for a career switch, looking for a **CORPORATE ENVIRONMENT** in which to develop vertically my skills.

Education

GROWTH HACKING MASTER
Talent Garden Innovation School (2020)

MASTER'S DEGREE, RELATIONAL DESIGN
Design & Communication, Abadir Accademia di Design e Arti Visive (2015)

CULTURAL PROJECT MANAGEMENT (CRPC)
Advanced Training Course for Cultural Project Managers, Fondazione Fitzcarraldo (2009)

**MASTER DEGREE IN ARTS, ENTERTAINMENT,
AND MEDIA MANAGEMENT**
Università degli Studi di Torino (2008)

**BACHELOR'S DEGREE IN COMMUNICATION
AND MEDIA STUDIES**
Università degli Studi di Perugia (2003)

Volunteer Experience

**DIGITAL COMMUNICATION MANAGER
WORLD SUMMIT OF NOBEL PEACE LAUREATES**
International Organization, 2015 - 2019

- Support and Content Management of the official social media accounts of the Summit.
- Development and implementation of digital marketing campaigns.

Experience & Collaborations

**DIGITAL MARKETING MANAGER
UNINETTUNO / DIGITAL UNIVERSITY**
Rome, from June 2018

Social Media strategy, content editing, campaign management:

- Content strategy and editing
- Digital Media ADV Campaign strategy and management
- Data Analysis and report on Digital Marketing activities

**LECTURER
SWEB / TRAINING CENTRE**
Rome, from November 2018

Trainer in digital media planning and social media strategy at www.corsiweb-roma.com postgraduate courses in social media marketing

**SOCIAL MEDIA MARKETING CONSULTANT
PAGINE SI! / DIGITAL AGENCY**
Terni, from May 2017

Content management and online monitoring:

- Company Digital Communication and traffic analysis
- Content curation and social media planning, conversion rates analysis
- Management of Facebook Advertising, Google Analytics and Google MyBusiness.

**SOCIAL MEDIA STRATEGIST
IDLAB STUDIO / DESIGN HUB**
Milan, March 2016 - May 2017

- Social Media plan and digital strategy for different project such as: ilfuturoè.it (Fondazione Agnelli - Torino), homismart.homi-milano.com (Fiera Milano) and Social Media Training for IAB / Fastweb digital Academy

**DIGITAL PROJECT MANAGER
MONIMBO' / FAIR TRADE ORGANIZATION**
Perugia, February 2012 - April 2016

- Communication, information and educational activities for students, customers and prospects
- Strategies to spread brand awareness on fair trade company Monimbò (www.monimbo.it), through web content, social media, and DEM

**COMMUNICATION DESIGNER
DEMETRA / CULTURAL ORGANIZATION**
Terni, April 2007 - December 2013

- Graphic design, web design, DEM management and fund raising for Nutrimenti project: art festival, workshop and creative residency.