

Alessandro Carlaccini

**DIGITAL MARKETING MANAGER
SOCIAL MEDIA SPECIALIST**



Contact

**PIAZZA DEI PRIORI 4
NARNI (TR)
+39 328 4688743
ALE.CARLACCINI@GMAIL.COM
ALESSANDROCARLACCINI.IT**

Profile

I am a **STORYTELLING-MINDED** communications strategist and marketer working on the way brands interact with their audiences through digital content.

Qualified at managing multiple projects with competing deadlines, a proven **TEAM PLAYER** who responds to challenges with confidence, determination and focus, committed to quality performance with an ability to learn new procedures quickly. Perform effectively as both a self-motivated individual and as a contributing team member.

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)

Key Skills

Deep understanding of **DIGITAL MARKETING**

Effective and innovative digital campaigns management

Solid understanding of **DIGITAL ANALYTICS**, with the

ability to generate, analyze and interpret data

Planning, strategy and goal setting

COMMUNITY BUILDING and management

Digital **STORYTELLING** and content creation

Website design

PROJECT MANAGEMENT skills

Ability to plan, prioritize and work autonomously for deadline

Dynamic and curious approach to new digital activities

Experience & Collaborations

ADV & MEDIA SPECIALIST

DOING / DIGITAL AGENCY

Rome, from October 2020

Media planning and strategy

- Identification of objectives and development of the advertising strategy;
- Development of media plans and strategies;
- Digital campaigns optimization and customer relationship.

DIGITAL MARKETING MANAGER

UNINETTUNO / DIGITAL UNIVERSITY

Rome, June 2018 - October 2020

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

SOCIAL MEDIA MARKETING CONSULTANT

PAGINE SI! / DIGITAL AGENCY

Terni, May 2017 - October 2020

Content management and online monitoring:

- Company Digital Communication and traffic analysis
- Content curation and social media planning, CTR 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 Monimbo' (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.