

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

SENIOR DIGITAL STRATEGIST

IQUII / CONSULTING AGENCY

Rome, from January 2023

Planning and developing digital marketing strategies, content strategy, branded entertainment, and new-generation formats

ADV & MEDIA SPECIALIST

FROG / CAPGEMINI / CONSULTING

Rome, October 2020 - January 2023

Media planning and strategy

- Development of media plans and strategies;
- Digital campaigns implementation and optimization for: Enel, Acea, Generali, Angelini, Huawei

DIGITAL MARKETING MANAGER

UNINETTUNO / DIGITAL UNIVERSITY

Rome, June 2018 - October 2020

Content strategy, editing, campaign management:

- Digital Media ADV Campaign planning and management
- Data Analysis and report on digital marketing activities

SOCIAL MEDIA MARKETING CONSULTANT

PAGINE SII / 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
- Facebook Ads, Google Analytics and Google Ads

SOCIAL MEDIA STRATEGIST

IDLAB STUDIO / DESIGN HUB

Milan, March 2016 - May 2017

• Social Media and digital strategies for: Fondazione Agnelli - Torino, Fiera Milano, IAB / Fastweb digital Academy

DIGITAL PROJECT MANAGER

MONIMBO' / FAIR TRADE ORGANIZATION

Perugia, January 2013 - April 2016

- Communication, information and educational activities for students, customers and prospects
- Strategies to spread brand awareness on fair trade through web

COMMUNICATION DESIGNER

DEMETRA / CULTURAL ORGANIZATION

Terni, April 2007 - December 2013

- UX design, and fund raising for cultural activities