

# Alessandro Carlaccini

SENIOR DIGITAL MARKETING  
& MEDIA STRATEGIST



**CONTACT**  
21, Via Augusto Riboty - Roma  
+39 328 4688743  
[ale.carlaccini@gmail.com](mailto:ale.carlaccini@gmail.com)  
[www.alessandrocarlaccini.it](http://www.alessandrocarlaccini.it)

**DATE OF BIRTH**  
19/01/1982

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## PROFESSIONAL SUMMARY & CAREER OBJECTIVE

Digital Media & Marketing Strategist with 10+ years of experience in leading high-impact digital marketing strategies across consulting firms, educational institutions, and cultural organizations.

Proven ability to manage multi-channel campaigns, optimize digital performance, and drive audience engagement. Experienced in budget management (up to €1M/year), content strategy, online reputation building, and paid media planning.

A data-driven and results-oriented professional with strong analytical, leadership, and project management skills. Passionate about leveraging new technologies to improve processes and enhance marketing effectiveness.

Seeking leadership roles in digital marketing, paid media, and audience engagement within consulting, technology, or media industries

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## CORE COMPETENCIES

- **Digital Strategy & Paid Media** – Expertise in developing and executing high-performing digital campaigns.
- **Performance Marketing & Analytics** – Strong ability to track and optimize KPIs (CTR, CPA, ROAS).
- **Content & Community Management** – Storytelling, engagement strategies, and audience growth.
- **Advertising & CRM** – Google Ads, Meta, LinkedIn, SEA, Display, Email Marketing.
- **Project & Team Management** – Ability to lead cross-functional teams and prioritize tasks efficiently.
- **Tech & Platforms** – CMS (WordPress, Drupal, Joomla), Google Analytics, CRM tools.

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## CURRENT WORK EXPERIENCE

**Digital Engagement Strategist - Scuola nazionale del patrimonio e delle attività culturali, Rome**  
05/2023 - present

Higher education and research institution funded by the Italian Ministry of Culture.

- Developed brand identity and audience engagement strategy for "Dicolab. Cultura al digitale" (PNRR Culture 4.0 program).
- Led CRM implementation and digital community growth initiatives.
- Managed €800K+ in paid media investments, leading to a +30% increase in audience engagement and a -20% reduction in CAC.
- Monitored key performance metrics and optimized engagement strategies.

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## PREVIOUS PROFESSIONAL EXPERIENCE

**Adv & Media Consultant - frog Italy part of Capgemini Invent, Rome** 10/2020 - 04/2023

*Multinational IT services and consulting company.*

Digital media planning and strategy:

- Led digital media planning and strategy for major clients in corporate and institutional sectors.
- Managed multi-platform advertising campaigns with budgets up to €1M/year.
- Optimized performance campaigns through advanced targeting and data analysis.

**Digital Marketing Manager Università Telematica Internazionale UniNettuno, Rome** 06/2018 - 10/2020

*Digital University*

- Managed digital advertising campaigns across Google Ads, Meta, TikTok, LinkedIn.
- Developed content strategy and oversaw audience acquisition initiatives.
- Achieved a +15% increase in conversion rates and optimized CPA by -21% through data-driven strategies.

**Lecturer - Sweb Srl, Rome** 11/2018 - 03/2020

*Digital academy*

- Designed and delivered advanced training programs in Digital Marketing & Social Media Strategy.
- Trained professionals on paid advertising, audience engagement, and conversion tracking.

**Digital Media Lead - Pagine Sì! Spa, Terni** 06/2017 - 06/2018

*Multimedia advertising publishing*

- Supervised digital communication strategy and content marketing.
- Analyzed conversion rates and optimized CTR and CPA for social media campaigns.

**Social Media Strategist - IdLab, Milan** 03/2016 - 06/2017

*Design hub*

- Led social media strategy and community engagement for major digital projects.
- Managed content and brand storytelling for clients including Fondazione Agnelli, Fiera Milano, IAB/Fastweb Digital Academy.

**Digital Project Manager - Altromercato, Perugia** 01/2014 - 03/2016

*Fair trade organization*

Digital communication strategies to spread brand awareness through web content, social media, and DEM

**Communication Designer - Associazione Demetra - Centro di Palmetta, Terni** 04/2009 - 12/2013

*Cultural hub*

UX design, DEM management and fundraising for art festivals, workshops, and creative residency

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## EDUCATION

**Executive Master in AR-VR** – Istituto Pantheon, Rome (2025)

**Growth Hacking Master** – Talent Garden Innovation School, Rome (2020)

**Master's Degree in Relational Design** – Accademia Abadir, Catania (2015)

**Postgraduate Specialization in Cultural Project Management** – Fondazione Fitzcarraldo, Torino (2009)

**Master's Degree in Arts and Media Management** – Università degli Studi di Torino (2008)

**Bachelor's Degree in Communication and Media Studies** – Università degli Studi di Perugia (2003)

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## LANGUAGES

**Italian** – Native

**English** – Professional Working Proficiency (C1)

**French & Spanish** – Basic proficiency

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## VOLUNTEER EXPERIENCE

World Summit of Nobel Peace Laureates (2014 - 2019) - **Social Media & Digital Storytelling Coordinator**

