Alessandro Franzosi

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Innovative and proactive Marketing and Communication consultant offering several years of experience converting sales leads and effectively managing multiple territories. Highly skilled in forecasting, project management and strategic marketing with exceptional advertising expertise and top-notch communication abilities. Proficient in monitoring trends and capitalizing on emerging opportunities. Thanks to my passion for technology I acquired some skills out of ordinary for a marketing profile like Cisco CCNA, VBA and cybersecurity techniques.

Skills

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| * Media planning & buying * Budgeting and forecasting * Sales management * Business development * Market research * Online marketing * Keywords / PPC advertising * Social Media Marketing Management | * MS Office expert * VBA coding * Graphic design (Adobe CS / CC) * Audience measurement * Analytical thinking * Fluent in Italian & English * Superior verbal and written communication * Strong time management |

Work History

ION Media

Founder // Lainate, Italy // June 2020 to Now

* ION Media is a fresh and dynamic marketing consultancy firm with a strong focus on digital and social media.
* Our clients are a mixture of B2C and B2B, Italian and international companies who need a concrete support on all digital marketing activities: email marketing, SEO, web design, Social Media management, biddable media, display advertising, etc.
* The attention is always on converting effectively traffic and leads into sales throughout organic and paid adv activities.
* Some clients of ION Media are e-commerce stores, financial brokers, risk management firms, dance schools, dentists, personal trainers.

JCDecaux

Marketing Manager // Muscat, Oman // January 2014 to June 2020

* Successfully implemented media offer for Street Furniture and Airport divisions, positioning the company as market leader with market share over 50%
* Developed pricing policy and marketing plans for more than 3,000 advertising panels between Muscat City and 4 Airports, boosting the revenue +250% in 5 years
* Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets
* Compiled product, market and customer data to forecast accurate sales and profit numbers
* Transformed corporate website and social media platforms to better engage customers and promote sales
* Oversaw and adhered to communications department budget
* Successfully implemented SQL, Tableau, Power BI and SAP for the local branch

JCDecaux

Marketing Coordinator // Dubai, UAE // January 2012 to December 2014

* Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings
* Communicated closely with all applicable parties within company, including art department, upper management and sales team
* Coordinated creation and deployment of videos, social media posts and other marketing collateral for 4 countries inducing Saudi Arabia, United Arab Emirates, Qatar and Oman
* Increased credibility and client awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters
* Tracked key metrics and developed spreadsheets and data models
* Completed in-depth reviews of market conditions and customer consumption of Out of Home advertising
* Built, implemented and updated effective SEO strategy for corporate website

ViDiCom

Sales Manager // Lainate, Italy // July 2011 to December 2011

* Implemented ViDiCom direct sales strategy to achieve highest profitability in 2011
* Identified sales opportunities by assessing environment and devising and implementing winning strategy
* Expanded company product portfolio in Northern Italy

Media Village (Dentsu)

Account Manager // Milan, Italy // November 2010 to June 2011

* Collaborated with various stakeholders, including upper management, clients and other personnel regarding media plans and campaigns
* Negotiated and purchased advertising space in offline and online mass media on behalf of several large clients
* Monitored product development and audience response to adapt marketing and promotion campaigns accordingly
* Managed portfolio of 10 local and international clients including: Lindt, Bosch, Siemens, Autogrill, Averna and Loro Piana

MediaCom (GroupM)

Market & Insight Specialist // Milan, Italy // July 2007 to July 2009

* Created documentation outlining research findings for use by upper management and media business units to make accurate decisions about future plans
* Identified appropriate marketing channels and target customers for campaigns
* Forecasted marketing trends based on previous data to adjust campaigns and maximize sales
* Tracked key metrics and developed spreadsheets and data models
* Successfully developed and implemented 5 workflow optimization projects using VBA

Media Village (Dentsu)

Account // Milan, Italy // September 2004 to June 2007

* Developed presentations, execution plans and tracking metrics for 10 accounts
* Determined optimal variation of, and resource allocation to traditional and online media outlets by analyzing consumer data to meet company's advertising goals
* Developed and implemented campaigns for email, online advertising, search engines and direct mail
* Analyzed campaign performance weekly to spot trends, test strategies and optimize plans
* Analyzed business developments and monitored market trends
* Initiated market research studies and analyzed findings
* Drafted post-campaign evaluations, compiled results and recommended changes for future campaigns

Education

Master of Science - International / Online Marketing (ending March 2021)

University of Sussex // England

Google Analytics – Ads - Merchant Center / Facebook Business / LinkedIn Business / Clickfunnels / Kartra / Hootsuite / MailChimp / Connectio Explore

Online // Self-training

Professional Certificate - Marketing: Product and Sales Management

IED Istituto Europeo di Design // Italy

PASSIONS

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| --- | --- |
| * Cybersecurity * Astrophysics and astrophotography * Studio photography * IoT * Machine Learning * Alternative OS (Linux, Unix) * Reading * Visual arts * Classic Rock&Roll music |  |