

Federico Balestrieri

Marketing Coordinator



SCAN ME



Address Gussago BS, Italy **LinkedIn** www.linkedin.com/in/federicobalestrieri/
Portfolio federicobalestrieri.journoportfolio.com/ **Phone** +39 349-6467534 **E-mail** fbncom@gmail.com

Dynamic Marketing Professional with proven expertise in AI-driven strategies, buyer persona insights, and omnichannel campaign management. Successfully integrated CRM, analytics, and automation tools to enhance brand performance and optimize ROI.

Skills

- AI integration and automation
- Strategic digital marketing
- Omnichannel campaign management
- Data-driven decision making
- Press Office & Public Relations
- Project Management & budgeting
- Customer Experience Optimization

Work History

- 2023-01 - Current **Marketing Coordinator** € 43.000
Bianchi Industrial, Milan
- Implementation of ChatGPT and development of custom AI agents using Make, creating GPTs tailored for tone of voice and social media marketing.
 - Audit and optimisation of websites and e-commerce platforms based on buyer persona data.
 - Organic and sponsored management on Meta (Facebook, Instagram) and LinkedIn.
 - Coordination of press office and PR activities through organic and sponsored initiatives.
 - Sponsorships and partnerships with an annual budget of €100k.
 - Creation of newsletters and marketing automations using Mailchimp and other tools.
 - Coordination of materials for retail points and signage across 40+ European branches.
 - Integration of GA4 with business intelligence and CRM systems using Looker Studio.
- 2021-10 - 2022-12 **Product Manager**
Brumbrum later Cazoo, Milan
- Established new product ranges by launching 4 different services, reaching + 300% profit
- 2016-10 - 2021-10 **Product Specialist**
Volkswagen Financial Services, Milan
- Launched 3 B2C e-commerce websites, managed 10M€ campaigns, +10% profit, +20% attachment on car sales
- 2015-06 - 2015-12 **Strategy Plan Intern**
FABBRICA D'ARMI PIETRO BERETTA, Gardone V. T.
- Collected and edited of 26 slides for 2016-2018 Strategic Plan
 - Created customized marketing materials to increase product awareness.

Sabbatical

2014 **Professional Development Break**
Volunteering activities and Career orienting work, living in a community and working fulltime

Education

- 2024 **Professional Certificate in Digital Marketing**
SDA Bocconi - Milan Italy
- 2017 **Master in Entrepreneurship and Business Strategy**
SDA Bocconi - Milan, Italy; Lomonosov Business School - Moscow, Russia
- 2013 **Master of Arts in International Relations**
Università di Bologna Bologna, Italy; University of Oklahoma - Norman OK, USA

Languages

Italian	<div style="width: 100%;"></div>	Native
English	<div style="width: 100%;"></div>	C1 Advanced
French	<div style="width: 80%;"></div>	B2 Upper intermediate
Spanish	<div style="width: 60%;"></div>	B1 Intermediate