

Federico Balestrieri



SCAN ME



Marketing

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Insightful Marketing Professional with experience devising and implementing marketing campaigns both in B2C and B2B companies. Built deep understanding of target audience and competitors to develop effective marketing both physical and digital strategies often integrated with CRM. Early adopter of latest industry trends and strategies, such as AI marketing automation, and customer insights omnichannel analytics resulting in consistently fresh and creative ideas, boosting profits by targeting the right buyer persona.

Skills

- Problem-Solving Skills
- Strong Time Management
- Promo & Pricing Strategies
- Digital Marketing
- Press Office & Public Relations
- Marketing Strategy & Budget

Work History

- 2023-01 - **Marketing** € 43.000
Current Bianchi Industrial, Milan
- Customer Experience audit and improvement on the website and the e-commerce, using buyer persona data and a customer centric approach
 - Social media marketing both organic and sponsored, on Facebook, Instagram, LinkedIn
 - Press Office coordination and Public Relations, both with organic and sponsored initiatives, with at least an article every month.
 - 100k€/year of sponsorship projects working with national organizations, for brand awareness goals
 - Newsletters and marketing automation using Mailchimp among other tools
 - Coordination of point of sales materials and signages, for over 40 branches in Europe
 - Coordination of digital Marketing Analytics integrating GA4 with business intelligence and CRM, using Looker Studio
- 2021-10 - **Product Manager**
2022-12 Brumbrum later Cazoo, Milan
- Established new product ranges by launching 4 different services, reaching + 300% profit
- 2016-10 - **Product Specialist**
2021-10 Volkswagen Financial Services, Milan
- Launched 3 B2C e-commerce websites, managed 10M€ campaigns, +10% profit, +20% attachment on car sales
- 2015-06 - **Strategy Plan Intern**
2015-12 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: 90%;"></div>	Advanced
French	<div style="width: 75%;"></div>	Upper intermediate
Spanish	<div style="width: 50%;"></div>	Intermediate