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ADV

ALESSANDRO DE VECCHI



Digital Marketing Specialist

PROFILO

Marketing, startups and business fanatic, enthusiastic, ambitious. For two years now I have been training and practising what I am most interested in: funnels, automation marketing, chatbots, CROs, SMM.

WORK EXPERIENCE

- ⦿ **Sep 2019 - date Digital Marketing Specialist @ Furnichannel, Italy**
 Digital marketing for companies in the luxury furniture sector.

 - Coordinate small performance mktg team
 - Funnel design & automation
 - Lead generation and lead nurturing
 - Email marketing, landing pages, FB & IG ads
 - Google ads, Pinterest ads, chatbots, Data Studio (limited)
 - Integration of industry platforms to CRM/Email marketing tools
- ⦿ **Jul 2018 - Sep 2019 Admin Assistant @ Comunità Valle di Sole, Italy**
 Administrative assistant in a public body. From July 2019 Projects Coordinator Officer for the safeguarding and enhancement of the territory.
- ⦿ **Aug 2018 - Feb 2019 Marketing assistant @ Agritur Il Tempo delle Mele, Italy**
 Occasional job, marketing for local Agritourism.

 - Email marketing, newsletters
 - Website content update
 - Facebook and Instagram posts
- ⦿ **May 2017 - Jul 2018 Entrepreneur @ Inspree (Self-employed), Italy**
 E-commerce business, co-owner of fitness brand VERA.fit and non-specific brand ARICA.

 - Activity management and Amazon channel (main channel)
 - Product search, supplier negotiation, customer support
 - Amazon PPC, Facebook ads, Instagram ads
 - Development of new channels (brand website)
- ⦿ **Oct 2016 - May 2017 Assistant @ MasterBuy, Italy**
 Part-time job as general assistant for a small ecommerce retailer.

 - Customer support
 - Product research, product listing, copy
 - Amazon PPC
- ⦿ **Aug 2016 - Dec 2016 Internship @ Trafiliera Punteria Ghezzi, Italy**
 Full-time internship focused on market research, sales team support and limited marketing activity.

 - Asian market research
 - Prospects database creation, existing clients database update
 - Samples ordering from suppliers
 - Email template creation. Fairs and exhibitions info research
- ⦿ **2014 - 2016 Master's Programme Strategic Management @ Innsbruck University School of Management, Innsbruck, Austria**
 With semester abroad: Master in Entrepreneurship Management, ICO NIDA, Bangkok, Thailand
 Final grade: 1,08 (Equivalence UNIBZ 109/110) (max 1, min 5)
- ⦿ **2010 - 2013 Bachelor's Degree Economics and Management @ Trento University, Trento, Italy**
 Final grade: 105 (max 110, min 66)

CONTATTI

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HIGHLIGHTS

Digital marketing, Marketing automation, Funnel optimization

COMPETENCES

ActiveCampaign	██████████
ManyChat	██████████
Wordpress	██████████
Google Analytics	██████████
Google Ads	██████████
Fb & Ig Ads	██████████
Amazon PPC	██████████
Office	██████████
Integromat, Zapier	██████████
Adobe Ps, Ai	██████████
HTML, CSS, JS	██████████

LANGUAGES

Italian	██████████
English (C1)	██████████
German (B1)	██████████

EDUCATION

HOBBIES



Calisthenics & Gym



Self-improvement



Viaggi