

Alessandro Antonini

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Experience

NOVARTIS, MILANO, LOMBARDIA

Customer Marketing Manager, Mar 2021 - Present

- Research, development and implementation of projects throughout the Italian territory;
- Listening and support of fellow scientific informers and other business lines to improve and implement new projects;
- Management of the relationship with external service providers;
- Collaboration with other Franchises within the Novartis organization;
- Support of area managers in the allocation and management of projects both in the year 2021 and 2022 (forecast);
- Development of marketing strategy (brand);
- Market analysis

Customer Marketing Manager, Oct 2019 - Oct 2020

- I worked at 360 with the entire company matrix
- Analysis of data from marketing (brand) and sales to implement planning and marketing strategies in Italy.
- Focus on digital transformation of local activities.

External consultant

Extra-professional consulting activities:

- Enrica Mannari 130k followers on Instagram: Business strategy and brand identity
- Fabio Turchi European boxing champions: Business strategy and brand identity
- Lucia Del Pasqua 30 k follower on Instagram: Business strategy and creation online course with over 290 member
- Cecina Calcio: Social Media Manager
- Basket Cecina: Social Media Manager -> Best social media team in 2019 in serie B category

LIVORNO CALCIO, LIVORNO, TOSCANA

Marketing Manager, Dec 2018 - Jul 2019

- Budget management
- Direct collaboration with sponsors
- Implementation and development of digital strategies (practical example of EASPORTS)
- Commercial (research sponsor)
- Brand activities
- Territorial marketing
- Social Media Marketing

COMUNE DI PERUGIA, PERUGIA, UMBRIA

Area di Statistica Comune di Perugia, Nov 2016 - Mar 2017

- ISTAT surveys in the Municipality of Perugia
- Reports implementations
- Creation of market surveys

Education

NINJA ACCADEMY

MILANO, LOMBARDIA

Master Online in Digital Marketing Digital Marketing (May 2020)

UNIVERSITÀ DEGLI STUDI DI TRENTO

TRENTO, TRENTO ALTO ADIGE

Completed coursework towards Magistrale Management Management (Sep 2017)

NINJA ACCADEMY
MILANO, LOMBARDIA

Master Online in Growth Hacking Marketing (May 2017)

UNIVERSITÀ DEGLI STUDI DI PERUGIA
PERUGIA, UMBRIA

Triennale - Economia Aziendale Management (May 2016)

Additional Skills

- Inglese - Reading, Listening and Speaking B2
- Spagnolo - Reading, Listening B1, Speaking A2
- Pacchetto Office - Ottima Conoscenza