



# LUCIO REGIMONTI

## CONTACTS

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## WHO I AM

Sales, account, B2B relationships representative keen to tech and digital markets, I have worked for different brands, including Google, AMD and Meta.

Media and arts enthusiast, with a Communication Sciences degree at the University of Bologna, Italy.

Target oriented, team worker and natural born leader. Multilingual.

Currently working as a Senior Sales Executive at Accenture in Sofia, Bulgaria.

## SKILL HIGHLIGHTS

Experience in fast paced B2B settings, excellent in corporate communication in both Italian and English language, via verbal and written channels. Expertise in sales, marketing, account management and development between Italy and Bulgaria. Profound knowledge of digital environments, natural understanding of software mechanics.

Professional use of Meta Business Suite, Salesforce, Google Workspace and Microsoft Office. Skilled in graphic design, professional in audio engineering.

## LANGUAGES

- Italian ★★★★★ (C2)
- English ★★★★★ (C2)
- Spanish ★★★☆☆ (B1)
- Bulgarian ★★☆☆☆ (A2)

## SOFT SKILLS

Strong capacity to adapt to new contexts, propension to leadership, dialogue and intrapersonal communication. I am a dynamic, extroverted individual, a natural problem solver, used to perform under pressure. Capable of both persuasive and empathetic communication. Traveller, understanding of different cultures. Creative spirit, passionate about music production, cinema and mass media.

## WORK EXPERIENCE

### DIGITAL AD SALES EXECUTIVE

(SEPTEMBER 2024 – PRESENT) – **ACCENTURE**

- META MARKETING PRO
- ACCOUNT MANAGER FOR A PORTFOLIO OF OVER 120 SMB CLIENTS PER QUARTER, FOCUS ON THE ITALIAN MARKET
- META BUSINESS SUITE AND ADS MANAGER MARKETING STRATEGY
- FOCUS ON REVENUE, ROAS AND AD SPEND INCREASE

### INSIDE SALES REPRESENTATIVE

(MARCH 2024 – AUGUST 2024) – **CONCENTRIX**

- BUSINESS DEVELOPMENT, ACCOUNT AND OEM RELATIONSHIPS FOR AMD
- MANAGING SALES TARGETS, PIPELINE DEVELOPMENT, FORECASTING
- LEAD GENERATION, MARKETING AND PROSPECT QUALIFICATION
- SALESFORCE AND SUPPORT OPERATIONS, REPORTING, COLLABORATION WITH AMD MANAGEMENT AND GAM TEAM

### SUBJECT MATTER EXPERT

(JUN 2023 – FEBRUARY 2024) – **TELUS DIGITAL**

- STRATEGIC COMMUNICATIONS AND DEVELOPMENT OF GOOGLE PARTNERS IN EMEA COUNTRIES
- DESIGNATED MANAGER AGENT FOR THE ITALIAN MARKET
- DESIGNATED TIER 2 EXPERT FOR EMEA REGION IN REGARDS TO GOOGLE PARTNER PROGRAM REQUIREMENTS

### PRODUCT SPECIALIST

(JAN 2023 – MAY 2023) – **TELUS DIGITAL**

- FRONTLINE SUPPORT FOR THE GOOGLE WORKSPACE SUITE, ITALIAN MARKET
- CONSTANTLY EXCEEDING CSAT AND QA TARGETS

### SALES SPECIALIST

(SEP 2021 – NOV 2022) – **GOLFARELLI EDITORE**

- SALES TEAM REPRESENTATIVE FOR AN ESTABLISHED ITALIAN PUBLISHING HOUSE (PART OF 'GRUPPO24ORE')
- LEAD GENERATION, PROSPECTING, BOOKING APPOINTMENTS

## EDUCATION

### BACHELOR'S DEGREE, COMMUNICATION SCIENCES

ALMA MATER STUDIORUM – UNIVERSITY OF BOLOGNA

- GRADUATION THESIS IN NEW MEDIA SEMIOTICS
- FOCUS ON MARKETING, PSYCHOLOGY OF INTERACTION, SOCIOLOGY
- DIGITAL MARKETING AND CREATIVE WRITING WORKSHOPS

### PROFESSIONAL SOUND DESIGN AND PRODUCTION DEGREE

JOHN BONHAM INSTITUTE OF BOLOGNA

### CULTURAL EXCHANGE, PROJECT COMENIUS

TALLINN, ESTONIA