

Alessio Romanazzi

Marketing analyst



About Me

Graduate in **Brand Management** and aspiring brand manager with a strong interest in **fashion, sports, and subcultures**.

Over the years, I have developed various skills in **marketing and communications**, gaining expertise in **digital and social media** as well as essential **soft skills** such as analytical thinking, communication, and problem-solving.

All these skills have enabled me to become part of **Calcetto Eleganza**, a Milan-based **community that merges football and fashion**, as well as other sports like running and cycling.



Contact



+39 388 34 66 896



alessio.gg26@gmail.com



Via Garian 20, Milano, 20146



Tools

- MS Office
- Keynote
- Jira
- Trello
- Google Analytics
- Google Suite



Education



Master Degree of Marketing - Brand Management

IULM University, Milan

2021 - 2023

Grade 107/110



Bachelor of Marketing & Communication

University of Bari, Bari

2018 - 2021

Grade 107/110



Exchnage Program

DCU University, Dublin

2017

English courses



Experience



Marketing & PR Analyst

Launchmetrics

2022 - Present

- Responsible for the **activation and monitoring** of major marketing campaigns on Instagram/TikTok for **fashion, luxury, and beauty clients** (e.g., Luxottica, Armani, Kering, LVMH);
- Management and creation of **custom reports** to gather **brand sentiment and insights**;
- Management and maintenance of a **database of over 100,000 influencers and media contacts**;
- Maintenance newsletters.



Marketing Strategist Junior

Brainpull Agency

2021- 2022

- **Community management** across various social media channels to improve **brand sentiment** and **customer relationships**;
- Conducting **market research** to develop new strategies for clients and prospects, analyzing **emerging trends** and **consumer needs**.
- Development and **execution** of **marketing strategies**.



Languages

Italian

Level: Native

English

Level: Fluent

French

Level: Beginner