

Alessandro Noto

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**CERTIFICATION:****META (www.credly.com/users/alessandro-noto/badges)**

Meta Certified Digital Marketing Associate (from October 3rd 2020)
Meta Certified Creative Strategy Professional (from October 9th 2020);

PROFESSIONAL EXPERIENCE:**ITALIAN FENCING FEDERATION (FIS), Rome, Italy, (2006 – Present)****Head of Marketing and Partnership**

- Develop marketing plan in alignment with brand strategy and goals;
- Ensure consistent brand messaging and visual identity across all materials;
- Activate co-brandings, ambassadors, sponsorships and manage brand events;
- Coordinate communication activities on all touch points: advertising, press, influencers, social media;
- Project management with sponsor companies (like Ferrero Group, BasicNet Group, Acqua Lete, Trenitalia) and national media (SkySport, Italpress);
- Coordinate PR & Communication agency;

Digital Marketing Specialist

- Coordinate the digital team;
- Ideation and production of social content and campaigns across all social media accounts & channels;
- Design, build and maintain Federscherma digital and social media presence to promote the brand and to develop fan communities on prominent platforms;
- Management and execution of ADS campaigns;
- Content Editor and Digital P.R. management for the 2012, 2016 and 2020 Olympic Games;
- Analyze campaigns performance to drive actionable insights;

24ORE BUSINESS SCHOOL, Rome and Milan, Italy, (2015 – Present)**Professor**

- Master Program in Marketing and Digital Strategy;
- Master Program in Sports Business Management;

ITALIAN OLYMPIC COMMITTEE, Rome, Italy, (2023 – Present)

Professor

- Master Program in Sport Management;

RCS ACADEMY, Milan, Italy, (2023 – Present)

Professor

- Master Program in Sports Business Management;

EUROPEAN FENCING CONFEDERATION, Remote, (2017 – Present)

Digital Marketing Consultant

- Design, build and maintain Eurofencing web and social media presence to promote the brand and to engage international fencing community on prominent social platforms;
- Meta ADV campaigns management;

ZERO AGENCY, Modica/Remote, Italy, (2021 – 2023)

Digital Media Coordinator

- Planning Social Media Strategies for client's brand;
- Create and publish content on all social media platforms to grow an audience, building brand awareness, and boosting sales;
- Develop, implement and manage client's social media strategy after conducting competitive research, platform determination, messaging and audience identification;
- Set up and develop social media campaigns;
- Set up and optimize client's pages within each platform to increase the visibility of company's social content;
- Moderate user-generated content in line with the moderation policy;
- Collaborate with sales, web design, web development, customer relations and client product development teams;
- Capture and analyze the appropriate social data/metrics, insights and social media best practices to measure the success of every social media campaign;

MOAK COFFEE Spa, Remote, (2016 – 2022)

Digital Marketing Consultant

- Develop the company's web communication strategy to promote Moak brand (Storytelling) and to increase fan community;

- Conceptualize and implement marketing/communication strategies aimed at developing branding activities and boosting the visibility of the Moak brand and its subsequent online presence;
- Management of all creative materials and implementation media activities and promotions;
- Management of Meta ADS campaigns;
- Following brand tone of voice and positioning;
- Brand protection and online reputation (social media infringement and unauthorized accounts);
- Supporting the needs of local markets and partners;

BEATRICE VIO, Remote, (2016 – 2018)

Social Media Consultant

Develop Beatrice Vio (Italian Parlympic Gold Medal Rio 2016 and Tokyo 2020) social media strategy to promote her on line personal brand and to engage fan community on prominent social platforms (*Facebook, Twitter, Instagram*).

ARIANNA ERRIGO, Remote, (2016 – 2018)

Social Media Consultant

Develop Arianna Errigo (Italian Olympic Gold Medal London 2012) social media strategy to promote her on line personal brand and to engage fan community on prominent social platforms (*Facebook, Twitter, Instagram*).

GUEST LECTURER AND SPEAKER:

We Make Future, Rimini, Italy, July 18, 2023
Olympic Sports in metaverse;

Social Media Week, Rome, September 12, 2016
Social Media Lab;

Web Marketing Festival, Rimini, Italy, July 9, 2016
The social media case study of Italian fencing Federation and #Fencingmob

TEDx Tor Vergata U, Rome, Italy, May 7, 2016
Storytelling and Sport 2.0 <https://www.youtube.com/watch?v=rzwzf7HfPOQ&t=16s>

European Week of Sport, Luxembourg City, Luxembourg, September 17, 2015
The social media case study of Italian fencing Federation and #Fencingmob

International Sport Convention, Geneva, Switzerland, December 11, 2014
Digital strategies in national sports governing bodies;

Dig.It, Prato, September 19, 2014
The Future of Now: Making Sense of our Always On, Always Connected World;

BACKGROUND AND EDUCATION:

LUMSA University, Rome, Italy (September 2005 - June 2006)

- Master's Degree: Marketing & Communication

University of Catania, Catania, Italy (September 1999 - June 2005)

- Bachelor Degree in Social and Legal Studies

Languages:

- Italian: native fluency;
- English: fluent;
- Spanish: working proficiency;

I hereby authorize the treatment of my personal data according to the current Italian directives (D.lgs. 196 2003, June 30th) Privacy policy and article 13 of Regulation (EU) 2016/679.