

MAURO GENCO

Digital & Media Marketing Manager

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Strategic ATL/BTL media planning, Budget management & CPM optimisation, Product launches & always-on campaigns, Partnerships & vendor management

SUMMARY

Digital & Media Marketing Manager with experience in companies from 300 to 2,000+ employees across automotive, sports and consumer electronics. Managed annual marketing budgets from €500K up to €7M, consistently improving CPM with 5% YoY reductions. At La Gazzetta dello Sport, grew B2B digital subscriptions from zero to 12,000 in one year. Currently coordinating product launches and always-on campaigns for Lenovo and Motorola in Italy and Spain, leading a team of 2 and partnering with media agencies on integrated ATL and BTL strategies.

EXPERIENCE

Media Marketing Manager IT/ES

2025 - today

Lenovo Italy

- Managed €7M+ annual marketing budget for Italy and Iberia, allocating investments across Digital, OOH, DOOH and optimising spend based on performance and KPIs
- Coordinated product launches and always-on campaigns for Lenovo PC and Motorola smartphones in Italy and Spain, collaborating daily with internal teams and external media agencies
- Led strategic planning and media execution across all ATL and BTL channels, nurturing vendor relationships and improving CPM by 5% YoY
- Supervised a team of 2, ensuring development, setup and continuous monitoring of campaigns with an external media agency

Senior Digital Manager

2022 - 2024

OneFootball GmbH

- Led strategic planning and campaign execution for top clients and media agencies across Digital, OOH, TV, Radio and Print in the Italian media landscape
- Managed ad investments and relationships with key clients, ensuring delivery and continuous performance optimisation across ATL and BTL channels

Partnership Marketing Manager

2020 - 2022

La Gazzetta dello Sport

- Grew B2B digital subscriptions from zero to 12,000 in one year by developing acquisition strategies and partnerships in the sports sector
- Managed relationships with partners and key stakeholders, integrating digital and offline activities to maximise conversions and retention
- Optimised digital marketing campaigns across owned and paid channels, monitoring KPIs and adjusting tactics in real time

Senior Digital Success Manager

2016 - 2020

Motork SRL

- Managed a portfolio of 70+ large and mid-market clients
- Implemented SaaS products, web platforms and CRM solutions for clients
- Executed post-sales strategies, including upselling and cross-selling, to drive revenue growth
- Led commercial initiatives for the Italian, Spanish and French markets, generating significant revenue growth
- Delivered end-to-end product onboarding for clients, ensuring smooth integration of website, CRM and lead management tools

OTHER EXPERIENCES

Marketing Assistant

2015 - 2015

Mafrat SPA

EDUCATION

Marketing, Communication and Digital Strategy - Master

2016
Milano

La Business School del Sole 24 Ore

International and Advertising Communication - Bachelor's Degree

2010 - 2014
Perugia

Università degli Stranieri di Perugia

LANGUAGES

Italian

Native

English

Fluent

Spanish

Fluent

French

Fluent

TOOLS & PLATFORMS

Advertising & Media:

Google Ads, Facebook Ads, Tiktok, Teads, Criteo, Amazon Search e DSP.

CRM & Marketing Automation:

Salesforce, HubSpot

Analytics & Tracking:

Google Analytics 4

Productivity & Project Management:

Google Suite, Jira, Microsoft Office

SKILLS

ATL/BTL media planning & execution, Budget management & forecasting, CPM optimisation & digital performance, Product launch & go-to-market, Partnerships & vendor management, Market research, Teamwork & leadership, SEO & web analytics, Marketing plans & strategic roadmaps