



Federico Cirillo

BRAND MANAGER

RESUME

Brand Manager with over 5 years of experience in marketing, specializing in developing business and communication strategies. My expertise includes the creation of strategic partnerships and sponsorship programs that have significantly contributed to the growth and enhancement of the brand.



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Via Carnia 11 (Milan)



18/07/1993

EDUCATION

MASTER ONLINE:

Sport Marketing e Sponsorship
SDA Bocconi
2024 - currently

MASTER'S DEGREE:

Marketing Business and Communication
University of Urbino Carlo Bo
(LM-77) 2016-2018

BACHELOR DEGREE:

Economics and management for Business
University of Salerno
(L-18) 2013-2016

TOOLS

- Project Management tool (Asana, Jira)
- Excel Advanced
- Google Analytics & Google Marketing Platform (Certificated)
- Programmatic advertising platform (Meta, Google, Snapchat, Apple Search, Twitter)
- Content Creation (Canva, Capcut, Lightroom)

LANGUAGES

- English
(Professionale | Esperienze lavorative in UK)
- Italian (Native)

INTERESTS

- Food and Beverage
- Sport : Football & Tennis
- Street Photography

WORK EXPERIENCE

BRAND MANAGER | CELLI SPA (Milano) Nov 2022 - present

- Development of business strategies and brand positioning.
- Management of partnerships with sports athletes (Federica Brignone), Michelin-starred chefs (Accademia Niko Romito), and companies from various sectors (Vanity Fair, Archiproductions, Legambiente).
- Coordinating various agencies involved in PR, Events, Social Media, Press, and Influencer activities.
- Project management activities to improve business processes with Operations, Sales, and IT teams.
- Create briefs for the creation of TV campaigns.
- Definition of the marketing budget.

BRAND & DIGITAL MARKETING CONSULTANT | BIP (Milan) Jan 2022 - Nov 2022

- Creation of communication strategies.
- Project management activities on Business Intelligence and Data Analytics projects.
- Focus on lead generation, CRO (cross-rate optimization), and audience empowerment.

MARKETING ANALYST | CAPGEMINI (Milan) Dic 2019 - Dic 2021

- Support activities in managing partnerships with clients operating in various industries.
- Project management activities in marketing and analytics.
- Reporting, analysis, and improvement of marketing and sales processes.

MARKETING CAMPAIGN EXECUTIVE | BETBULL (London) Mar 2019 – Nov 2019

BetBull is a sports betting app with a focus on football and tipsters.

- Social Media Management.
- Definition of media budget for digital marketing campaigns.
- Creation and monitoring of campaigns on Meta, Snapchat, Google, Apple Search, and Twitter, as well as Influencer Marketing

MARKETING ASSISTANT | ESCAPE CAMPUS (London) Oct 2018 – Mar 2019

Escape Campus is a company that offers language courses.

- Creation and monitoring of digital marketing campaigns.
- Social Media Management.