



# ALESSANDRO COSSIA

## MARKETING & TRADE MARKETING SPECIALIST

### PROFESSIONAL EXPERIENCE

#### Brand manager | Coca-Cola Sibeg, Catania | Mar. 2023 - present

- Planning and Management of **In-Store Promotional Activations** for Fanta, Sprite, Lurisia, and Kinley across Modern Trade (MT) and Traditional Trade (NT) channels: customer segmentation, BTL activations and implementation of POS materials in 1,600 GDO stores and 3,600 NT stores.
- **Product launch** in the functional beverages category: defining ATL and BTL marketing strategy, cross-functional coordination with Finance, Production, and Demand Planning teams, operational management and monitoring distribution build-up and market performance.
- **Market analysis** for beverages (orange sodas, lemonades, carbonated drinks, tonic water) using Nielsen database, identifying trends, growth opportunities and competitive strategies.
- **Analysis of sell-in and sell-out performance data**, defining corrective actions and optimizing promotional activities. Key results: average annual growth in market share by volume (sell-out) since March 2023: +2 pp for Fanta, +3 pp for Sprite, +1 pp for Lurisia, +3 pp for Kinley.
- Optimized sales conditions through retailer negotiations on **pricing, promotions and margin management to drive profitability**.
- Defining and providing communication materials and operational tools to **support commercial performance**.
- **Organized local events and managed sports sponsorships** (trade fairs, concerts, football partnerships with Palermo FC, Catania FC, Messina ACR), engaging up to 200k people

#### Marketing & Trade Specialist | Fattorie Garofalo, Capua (CE) | Jul. 2020 - Mar. 2023

- Managed marketing projects and supported **brand positioning** within the premium dairy category
- Key results: IRI sell-out data analysis positioned the company as a **value leader in the buffalo mozzarella segment in Italy**; awarded "Product of the Year" for the launch of "Mozzarella made with fresh milk from our farms."
- Conducted **sell-out analysis** of the cheese market using IRI database and monitored **sell-in performance** across national and international customers, supporting pricing and assortment decisions.
- Assisted in the execution of trade marketing initiatives, including coordinating POS material distribution and **tracking promotional activities** to ensure alignment with brand strategies.
- **Product Launch** in the spreadable cheese segment: market and competitor analysis, organized sensory panels and provided support for positioning and pricing strategy.
- **Digital Marketing projects:** led the design and full implementation of the corporate website, e-commerce development, and managed agency for paid Google and Meta campaigns with a €100k budget, aimed at increasing visibility and brand awareness in high-distribution areas.
- Participated in international **trade fairs** (Cibus, Anuga, PLMA, SIAL, Tuttofood, Marca), organized stands and B2B appointments with buyers to support commercial activities.

#### Trade & Retail Marketing Internship | Harmont&Blaine, Milano | Jun. 2019 - Jul. 2020

- Support for the development of Marketing Activities (events, shootings) and promotional tools for Retail (POP materials, brochures, lookbooks)

#### Store supervisor | Franco Manca LTD, Londra (UK) | Apr. 2015 - Sep. 2015

- Operational Management of the store, sales KPI monitoring, and customer experience optimization

- Date of birth: 30/01/1995
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### EDUCATION

- **Master in Marketing, Retail & Sales**  
**IPE Business School, Napoli**  
**Sep. 2018 - Mar. 2019**  
Master's Degree (Level I) lasting 900 hours, including theoretical lessons, business games and project work with partner companies.

- **Master's Degree in Business Administration**  
**Università Federico II di Napoli**  
**Mar. 2017 - Jul. 2019**  
Master's Thesis in Governance and Business Strategy titled "Choices and Modes of Internationalization for Family Businesses"  
Final Grade: 108/110

### LANGUAGES

- ★★★ English

### HARD & SOFT SKILLS

- Analysis of CPG Platforms (Nielsen, Circana IRI) on Sell-Out Data and Market Research
- Team working
- Digital Marketing
- Google Analytics
- Project management & Analytical skills