



Contact

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Address

Via G.B. Viotti 13 - Milan - Italy

Place and date of birth

Palermo (Italy) - 01 Apr 1996

Education

2018 - 2020 | Milan - Italy

Bocconi University

Master of Science

Marketing Management (in English)

Final Degree Mark: 105/110

2020 | Dunedin - New Zealand

University of Otago

Exchange Program

Marketing

Passed exams: 4/4 - GPA: A

2015 - 2018 | Milan - Italy

Bocconi University

Bachelor of Science

Economics and Management

Final Degree Mark: 103/110

Language

Italian - Native

English - Level C1

Spanish - Level B2

Francesco Dacqui'

Member of **Nova Professional network** as World's top 3% of talents.

Adaptation, Decision Making, and Execution are the three main elements that describe me in the working environment.

As a team member, I describe myself as highly generous, considerate, cooperative, and open to accepting criticism and feedback.

Experience

Eni Plenitude

Nov 2025 - Present | Milan - Italy

Business Operations Expert

- Definition of the Business Plan for E-Mobility division (Plenitude On The Road) by coordinating and developing integrated analytical models, scheduling and monitoring business activities
- Definition of pricing strategies in Italy and other European countries

Feb 2022 - Oct 2025 | Milan - Italy

Retail Sales Campaign Operations Expert

- Responsible for the operational management of product sales campaigns across physical and remote channels, including coordination with various lead providers to ensure proper planning in terms of quality and quantity
- Responsible for management of Campaign Management System and lead generation activities in line with budget, forecasts and objectives, in coordination with sales channels and key account managers
- Ensuring full compliance with contact policy and privacy regulations
- Development of lead management systems and end-to-end processes, collaborating with other company functions
- Coordinating the reporting and monitoring activities of key KPIs

Colgate-Palmolive

Jan 2021 - Jan 2022 | Brescia - Italy

In Store Account

- National coordinator for the Leader customer in the large-scale distribution
- Managed the business relationships with 140 Point of Sales representatives of Hyper and Super channels, based in the Lombardy and Veneto area
- Increased marketing KPIs by ensuring assortment compliance, reducing out-of-stock levels, and making the distribution of products faster
- Worked in partnership with store managers in order to increase KPIs

Luigi Lavazza

Dec 2020 - Jan 2021 | Turin - Italy

Marketing Retailing Intern

- Managed marketing activities for Flagship Stores
- Supported planned business activities for sales development by implementing promotions and creating digital plans and newsletters
- Reported performance analysis on a monthly basis

Samsung Electronics Italia

Jun 2019 - Dec 2019 | Milan - Italy

Retail Marketing Analyst Support

- Analyzed performances of Point of Sales
- Reported KPIs such as sell-out, out-of-stock, promoshare and displayshare
- Developed new marketing campaign

Italfriigo Service

Jun 2017 - Sep 2017 | Cinisello Balsamo (Milan) - Italy

Marketing Intern

- Developed and managed the new E-commerce
- Managed Social Media marketing, Google advertising and market research