



# Gabriele Trisolino

## Marketing Manager

### SUMMARY

I leverage my experience in marketing to help innovative companies achieve significant results. As a Marketing Manager with 3+ years of experience, I am responsible for the development and implementation of data-driven marketing strategies.

I am passionate about innovation and technology. One of my main interests is sustainable mobility, the subject of my experimental degree thesis. I am also a great sports enthusiast: I was a football referee for several years and led the social media team of the university sports management association. Every day I put my dedication into supporting companies in their decision-making processes, trying to generate a positive impact.

### WORK EXPERIENCE

#### POSTE ITALIANE

MAR 2024 - PRESENT

##### Strategic Marketing Manager

Rome, Italy

- **Group marketing strategy development:** collaborated with the leadership and Marketing BUs to define group marketing strategies, developing all of Poste Italiane's businesses (Logistics; Financial Services; Payments, Telco&Energy; Insurance).
- **Strategic positioning:** Aligned group marketing strategies with Poste Italiane's overall positioning and target audience.
- **Customer value increase:** Definition of integrated marketing strategies in order to incrementally cross and up-sell to CB customers, for all BUs of Poste Italiane.

#### ACEA

DEC 2021 - FEB 2024

##### Product Marketing Specialist

Rome, Italy

- **Product management:** Definition of pricing and positioning strategy for electric power and natural gas offering.
- **Marketing strategy:** Identification of promotional initiatives and bundles to be associated with the product offering. Commercial partnerships with third-party companies for value-added services (AXA insurance, loyalty program on partner websites).
- **Market analysis:** Market benchmark development, data collection and interpretation, competitive analysis, study of industry trends.

#### STELLANTIS

NOV 2020 - MAY 2021

##### Communication Assistant

Turin, Italy

- **Communication campaigns:** coordination of ATL, BTL and digital communication strategies in minor European markets and African region (Fiat, Jeep and Alfa Romeo brands).
- **Brand identity development:** verification of brand communication uniformity in advertising campaigns for target countries and alignment to the corporate tone of voice.

### CONTACT

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### EDUCATION

2019 - 2021

#### BOCCONI UNIVERSITY

- MSc in Marketing Management
- Final Grade: 105/110
- Thesis: "The impact of nostalgia proneness on electric vehicle purchase intentions"

2016 - 2019

#### BOCCONI UNIVERSITY

- BSc in Business Administration
- Final Grade: 103/110

### SKILLS

- Product Management
- Strategic Marketing
- Brand Marketing
- Public Relations
- Market Analysis

### LANGUAGES

- Italian (Native)
- English (Professional)
- French (Intermediate)