

Alessio Romanazzi

Marketing analyst

About Me

Graduate in **Brand Management** and aspiring brand manager with a strong interest in **fashion, sports, and subcultures**.

Over the years, I have developed various skills in **marketing and communications**, gaining expertise in **digital and social media** as well as essential **soft skills** such as analytical thinking, communication, and problem-solving.

All these skills have enabled me to become part of **Calcetto Eleganza**, a Milan-based **community that merges football and fashion**, as well as other sports like running and cycling.

Contact

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Tools

- MS Office
- Keynote
- Jira
- Trello
- Google Analytics
- Google Suite

Education

- Master Degree of Marketing - Brand Management
IULM University, Milan 2021 - 2023
Grade 107/110
- Bachelor of Marketing & Communication
University of Bari, Bari 2018 - 2021
Grade 107/110
- Exchange Program
DCU University, Dublin 2017
English courses

Experience

- Marketing & PR Analyst
Launchmetrics 2022 - Present
 - Responsible for the **activation and monitoring** of major marketing campaigns on Instagram/TikTok for **fashion, luxury, and beauty clients** (e.g., Luxottica, Armani, Kering, LVMH);
 - Management and creation of **custom reports** to gather **brand sentiment and insights**;
 - Management and maintenance of a **database of over 100,000 influencers and media contacts**;
 - Maintenance newsletters.
- Marketing Strategist Junior
Brainpull Agency 2021- 2022
 - **Community management** across various social media channels to improve **brand sentiment and customer relationships**;
 - Conducting **market research** to develop new strategies for clients and prospects, analyzing **emerging trends and consumer needs**.
 - Development and **execution of marketing strategies**.

Languages

Italian

Level: Native

English

Level: Fluent

French

Level: Beginner