



ALFREDO CAROTENUTO

PROFESSIONAL PROFILE

A versatile figure with years of experience in Fan Engagement in the areas of partnership, social media marketing, community, crypto, operations and project management.

A professional who stands out for her wide range of multidisciplinary skills, as a very reliable professional, a volcano of ideas and with a great eye for detail. Ability to constantly optimize business processes by enhancing workflow and organizational efficiency through a proactive and proactive attitude to solving even complex problems.

Demonstrates strong motivation to learn and grow professionally and initiative as well as organizational and planning skills, resistance to stress, operational and decision-making autonomy.

Knows how to quickly integrate into new work organizations thanks to the predisposition for teamwork and a positive and proactive attitude.

CONTACTS

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SKILLS AND COMPETENCES

- Problem solving
- Project Management
- Multitasking
- Research
- Benchmarking
- Data analysis
- Attention to detail
- Content Creator
- Sports Memorabilia
- Certification of Authenticity
- Blockchain
- Teamwork

LANGUAGE SKILLS

Italian: Native

English: Upper Intermediate (B2)

EDUCATION

DEGREE IN DIETETICS 2010 - 2013
Federico II University - Naples
Degree grade: 110/110

WORK AND PROFESSIONAL EXPERIENCES

LOYALTY & COLLECTIBLES SPECIALIST 2022 - CURRENT
Chiliz & Socios.com - Gzira

- App Admin
- Ticketing & Hospitality Specialist
- Operations Specialist
- Certification of authenticity of sports memorabilia on blockchain (NFTs)
- Social media marketing campaigns
- Influencer marketing
- Merchandise management

COMMUNITY & CONTENT MANAGE 2021 - 2022
Chiliz & Socios.com - Gzira

- Community management and customer support
- Social media content creator and supervisor
- Social media marketing campaigns
- Influencer marketing
- Research and Benchmarking

BRAND AMBASSADOR 2020 - 2021
Chiliz - Remote

- Chiliz Alliance Member: ambassador and Italian community management, marketing campaigns, social media content creator

DIETITIAN & SPORTS NUTRITIONIST 2013 - 2018
Private practice and clinic - San Gennarello (NA)

WEBMASTER 2007 - 2010
Private practice - San Giuseppe Vesuviano (NA)

- HTML and FLASH websites and e-commerce