



Personal Details

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Birth date: 28/03/1983

Francesco Devivo

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30174, Venice, Italy

Experience

BRAND AMBASSADOR AT EVOLUTION, MALTA - MAY/AUGUST 2025

As a Brand Ambassador my main tasks are to generate authentic connections with audiences to build trust and encourage curiosity towards the brand; create marketing campaigns, ideating content and responding to posts to build up and keep engaged the community of followers; collaborating with the marketing team to develop new strategies for increasing brand awareness through social media and other marketing channels; track and report on brand awareness and customer engagement metrics.

GAME PRESENTER AT EVOLUTION, MALTA - JANUARY/AUGUST 2025

Proficiently present and manage online streaming game sessions, ensuring player engagement and enjoyment. Clearly communicate game rules and offer guidance as need for a seamless experience. Diligently track and implement updates do game hosting procedures to maintain a high-quality gaming environment. Present games like blackjack, some blackjack varieties, roulette, and others.

GOOGLE ADS - SENIOR PROCESS EXECUTIVE AT COGNIZANT, BARCELONA - JANUARY 2023/DECEMBER 2024

Implement optimization solutions: build campaigns for high value advertising customers; Create Keyword packs, bids and budget suggestions; Gather and analyze data at account level and campaign level; Create reports to support or aid the optimization strategies; Use optimization techniques and work on optimization aligned to customers' goals across Google Search Network (GSN), Google Display Network (GDN) and YouTube; Identify general growth in large accounts and supporting sales teams seize opportunities and drive conversations with agencies and clients; Maintain a thorough

understanding of departmental process and policies; Provide excellent customer service to Account Leads; Demonstrate innovation and intuition in identifying areas requiring operational adaptation or improvement

GOOGLE MARKETING OPTIMIZATION SPECIALIST AT COGNIZANT, LISBON - FEBRUARY 2022/DECEMBER 2022

Analysis, organization and definition of the best metrics for the generation of Google Ads Campaign, via Salesforce, for high end advertisers.

FACEBOOK MARKETING EXPERT AT TELEPERFORMANCE, LISBON - OCTOBER 2021/JANUARY 2022

Creation, management and optimization of Facebook Ads Campaigns for Advertisers of the Core range (budget of 200-5000€ per month).

**GENERAL MANAGER AT CA' LEON D'ORO, VENICE
SEPTEMBER 2014/OCTOBER 2021**

Complete management of the structure: from welcoming guests, to staff management (including intern's selection and training). I am also in charge of dealing with all of our commercial partners and providers.

WEB DEVELOPER FOR ASSOCIAZIONE CAVALCALUPI WEBSITE, VENICE - OCTOBER 2017/AUGUST 2018

I created from scratch a new, responsive and well indexed Wordpress website, since the original was still in Java. I also curated a little user guide book, in order to provide the client with the freedom of making updates and adjustments on their own.

WEB DEVELOPER FOR STUDIO CAPUIS, VENICE - OTTOBRE 2014/GENNAIO 2015

I created a responsive and fully indexed Wordpress website.

I also curated a little user guide book, in order to provide the client with the freedom of making updates and adjustments on their own.

**CONCIERGE AT CA' LEON D'ORO, VENICE
SEPTEMBER 2012/AUGUST 2014**

I worked in the front office welcoming the guests, managing registrations and reservations via web and terminal.

**INGEST COORDINATOR ASSISTANT AT BIENNALE CINEMA, VENICE
AUGUST/SEPTEMBER 2012**

I have provided back-office support to the Ingest Coordinator at the International Film Festival of Venice. My duties were: database compiling, supervising quality checks of films/DCP before projections, coordination activity between film studios delegations and the technical department of Biennale.

**VISUAL IDENTITY CONSULTANT AT CA' LEON D'ORO SRL, VENICE
DECEMBER 2011/APRIL 2012**

I worked as a consultant for the creation of the brand (logo, stationary, website, social media promotion and Tripadvisor management) for Ca' Leon D'Oro Hotel, located in Venice, Saint Marc area.

**JUNIOR ACCOUNT INTERN AT OGILVY INTERACTIVE, MILAN (ITALY)
MARCH/JUNE 2011**

I worked in the digital marketing area of this ad agency, developing projects in digital communication and supporting its customers in elaborating new advertising and marketing strategies: digital and mobile marketing, social media, online branding, digital television, database marketing and measurements through e-mail management.

**JUNIOR ACCOUNT INTERN AT Y&R, MILAN
APRIL/SEPTEMBER 2010**

I analyzed how the equity level of 40 world's nations was perceived, by the specific target of the Italian youngsters, through the usage of tools typically used for brand analysis such as the BAV (Brand Asset Valuator) and the 4C's (Cross Cultural Consumer Characterization).

**ART COPY (IDENTITY STORE AN IN-STORE ACTIVITIES'S RESPONSIBLE)
FOR ANTONIAZZI, MILAN - 2009**

Within the course of Visual Identity, at IULM University in Milan, I was in charge of the Identity Store and the In-store Activities renewals for Antoniazzi, famous Mantova Pastry shop, who commissioned a contest for the renewal of the visual identity of their company.

**ADVISOR FOR ACI (AUTOMOBILE CLUB ITALY), VENICE
JUNE 2009/AUGUST 2009**

I coordinated the relations between the Automobile Club of Venice and the Edelman Print Agency s.p.a., for the event "Penso e mi diverto" sponsored by DIAGEO Italy. I personally took care of

managing the local and national media interactions with ACI. I also contributed to the development of the graphic logo of the event, in collaboration with Max Communications (official design company for the Italian Dance Club's Trade Union and for the Italian Public Concerns Federation).

Education

Web Design Course (creation, promotion and management) at AVA Venezia (Italy), 2011

Master's Degree in "Brand, Fashion and Design Strategy and Communication" (Communication Sciences) at IULM University, Milano (Italy), 2010 - mark: 106/110

Bachelor's Degree in Law at Bologna University, Bologna (Italy), 2008 - mark: 89/110

Skills

Language: Italian (mother tongue), English (C1), French (B1), Spanish (B1).

IT: Windows and Mac OS, Microsoft Office and iWork, Photoshop, Illustrator, web design (HTML and CMS), Hotel's Management softwares (e.g. Channel Manager and Booking management), Social Media (GA4, Meta Pixel).

Driving License: Italian B1

Personal Interests

Traveling, Advertising, Fashion, Design, Cinema, Theatre, Art, Architecture, Music, Photography, Cooking.

I authorize the processing of my personal data pursuant to Legislative Decree 101/2018 and art. 13 GDPR (EU Regulation 2016/679) for the purposes of personnel research and selection.