



Yilmas Mohammed Ali

DIGITAL MARKETING MANAGER | CREATIVE STRATEGIST | SOCIAL MEDIA LEAD

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SUMMARY

Brand storyteller and creative strategist with 10 years of experience in digital marketing, brand management, cross channel creative strategy. I connect teams, platforms, and communities across industries with a hands-on leadership style, cultural instinct, and the ability to turn strategy into execution.

EXPERIENCE

Digital Marketing Manager & Industry Lead – Gaming & Entertainment

JAKALA, Milan 2022 – Present

TELEPASS: Launched and led the [official TikTok channel](#), shaping a Gen Z-native identity and guiding a team of four across content, publishing, and performance. In parallel, **directed cross-platform influencer campaigns** (IG, YouTube, TikTok), managing strategy, team operations, legal coordination, and the creation of a branded content hub for creator storytelling. Conceived and scripted the [branded commercial](#) featuring [Giulia Valentina for Telepass' Acquamarina launch](#).

HYUNDAI ITALY: Social Media Coordinator across all channels. Led a four-person team spanning copywriting, design, community, and performance. Oversaw alignment with broader brand campaigns and served as primary client contact.

VIGORSOL @ MGW: Conceived the proposal for the branded gaming zone at **Milan Games Week** with influencers, pro players, and community challenges. Delivered high-impact Gen Z activation with real-time content creation.

Digital Strategy Lead

H-FARM Digital Marketing, Milan 2018 – 2021 (JAKALA acquisition)

SKY ITALIA: Conducted a **digital landscape analysis** for the **SKY Fiber launch**, including sentiment research, competitive benchmarking, and full reporting overhaul. Replaced 37 fragmented reports with an **API-powered dashboard system** to unlock stakeholder insight access.

ROCHE ITALIA: Repositioned the brand's social presence and managed a cross-functional team across copy, design, publishing, and media. **Proposed and launched LinkedIn as a key asset**, turning it into the company's top-performing channel.

VERTI INSURANCE: Directed a 4-year CRM, marketing automation, and direct marketing transformation. Oversaw platform migration (MagNews to Salesforce), UX evolution, and the design of personalized customer journeys with dynamic content, segmentation logic, and integrated campaign deployment.

Digital Strategist

HALLELUJAH, Milan 2016 – 2018

UBISOFT ITALY: Led the Italian social media launch strategy for [Far Cry 5](#) and [Just Dance](#), developing custom content formats, platform-native brand storytelling, and community activations. Created the most successful Far Cry launch in the Italian market and managed the Just Dance Italy Tour with full social coverage.

VORWERK FOLLETTO: Designed and led CRM strategy and marketing automation flows for cross-sell and up-sell campaigns. Developed a loyalty program and long-form content hub for high-value customers, combining behavioral data and content personalization.

THUN: Led the full planning, execution and reporting of [Thun's Christmas social campaign](#), achieving multi-million views with solo media management.

Social Media Manager

ELECTRONIC ARTS, Milan 2015 – 2016

FIFA ITALY: Defined and executed the local **content strategy** for EA SPORTS FIFA, with a strong focus on **FUT** and **LiveOps** communication across seasons. Proposed and **launched the official Instagram channel** and created Italy's most engaging FIFA posts, fusing real football culture with digital-native storytelling. Managed editorial planning, daily publishing, and performance reporting.

EA GLOBAL: Managed daily communication with **EA Global teams** (Canada, Switzerland, India) while developing original social formats and local strategies.

EA ORIGINALS & FRANCHISE TITLES: Supported **go-to-market strategies** for UFC 2, Unravel, and Mirror's Edge Catalyst, crafting localized social content and community messaging in sync with global brand direction.

EVENTS & CAMPAIGNS: Led social media live coverage of **Milan Games Week**, aligning fast execution with platform-specific formats and real-time community engagement.

FEATURED CONTRIBUTIONS

VIDEOGAMES CREDITS

[FIFA 17](#), [Mirror's Edge Catalyst](#), [Unravel](#)

TWITCH FOR BRANDS (2021)

Speaker @ Milano Digital Week

ENGAGE.IT (2017)

Machine learning: 4 check per partire



AS ROMA (2014)

Social Research & Strategy Plan

SKILLS

STRATEGIC THINKING · CONTENT ECOSYSTEMS · TEAM LEADERSHIP · INFLUENCER MARKETING · COMMUNITY BUILDING · DIGITAL KPI'S · DIRECT MARKETING · MARKETING AUTOMATION · CRM STRATEGY · PITCHING

TOOLS

SALESFORCE · GA4 · EMPLIFI · TALKWALKER · SHOPIFY · MAILCHIMP · MAGNEWS

LANGUAGES

ITALIAN (native) SPANISH (basic)
ENGLISH (fluent) TURKISH (basic)

EDUCATION & CERTIFICATIONS

POSTGRADUATE DIPLOMA

IN DIGITAL MARKETING

Digital Marketing Institute, Dublin

MASTER'S IN DIGITAL ECONOMICS

& ENTREPRENEURSHIP

H-FARM (with Ca' Foscari, Venice)

BACHELOR'S IN PR

& CORPORATE

COMMUNICATION

IULM University

CERTIFICATIONS

Google Digital Excellence,
Hootsuite,
OUA Strategic Management