



# MAURO GENCO

## SENIOR DIGITAL MANAGER

### CONTATTI

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DATE OF BIRTH 07/04/1991

MILANO

### PROFILE

I am a Marketing Account Manager with 7 years of experience in the field of marketing and 360° digital strategy. I have excellent interpersonal skills, creativity and the desire to help companies retain long-term customers and make correct business and marketing choices.

### COMPETENCES

- SEO and Google Analytics
- Relationship with clients
- Operation management
- Google Ads , FB Ads
- Salesforce
- Market research
- Forecast and budget
- Marketingplan
- Team working

### I SPEAK:

- English fluent
- Spanish fluent
- French fluent

### INFO

- Erasmus Student - Université de Lille 3 - 2012/2013
- VFP1 - Esercito Italiano 2009/2010

## WORK EXPERIENCES

### SENIOR DIGITAL MANAGER - GEN 23 - ONGOING - ONEFOOTBALL GMBH

- Management of Top clients and media agencies
- Budget management responsibility
- Experience on all media channels (Digital, OOH, TV, Radio, Press)
- Knowledge of the specificities of the Italian ATL and BTL communication scenario
- Manage advertising investments and relationships

### PARTNERSHIP MANAGER GEN. 2020 - GEN 2023 - LA GAZZETTA DELLO SPORT

- Management of partnerships with football teams, sports federations and retail (mediaworld, sky, ...) placing myself as a point of reference for the management of digital GDS subscriptions and marketing projects.
- Coordinate the design and production of communication campaigns: ATL, social and content materials
- Supervise and coordinate all activities related to the Brand and Communication
- I act as an escalation point for issues raised by the customer or digital operations team and provide relevant support and guidance to guide them to a quick resolution. Responsible for the development and strategy of the B2B and B2C Partnership
- channel by setting sales forecasts and allocation of the online, offline and commercial marketing budget for the go to market.
- Develop a customer-centric strategy and ensure its application across our marketing channels (email, paid tactics, etc)
- Launch of a new digital product - Cheautocompro.it - from 0 to 2.3Mio revs
- Monitor the main communication and budget KPIs
- Promote an analytics oriented approach within the team; guide business decisions with numerical evidence.
- Team Management (1pax)

### SENIOR DIGITAL SUCCESS MANAGER - MOTORK SRL | GEN. 2018 - GEN. 2020

- Management of 70+ big & medium customers
- SaaS products, web platform (wordpress), CRM
- Post sales, Upselling and Crossselling activities

### DIGITAL SUCCESS MANAGER - MOTORK SRL | DIC. 2016 - GEN. 2018

- Responsible about sales tasks about product for Italy, Spain, France
- Onboard clients about products (website, CRM, lead management tool)
- Design, develop, maintain and periodically share reports and dashboards on the main KPIs.

### MARKETING ASSISTANT - MAFRAT SPA | MAG. 2015 - LUG. 2015

- Development of a digital strategy to increase the number of visitors on the company website and on e-commerce
- Management of digital marketing activities for physical stores in France.

### MARKETING ASSISTANT - MANIGLIO SRL OTT. 2014 - DIC. 2014

- Advice to customers and tourism demand, approach to the tourism market and marketing, knowledge of the back office, e-mail management.

## EDUCATION

### MASTER MARKETING, COMUNICAZIONE E DIGITAL STRATEGY PRESSO LA BUSINESS SCHOOL DEL SOLE 24 ORE, MILANO | 2016

- Strategic communication techniques. CRM, e-commerce. Project Work in collaboration with HP, Discovery channel Mars, Project management laboratory in English.

Social media marketing, online adv, SEO, SEM, Web analytics

### LAUREA TRIENNALE COMUNICAZIONE INTERNAZIONALE E PUBBLICITARIA UNIVERSITÀ DEGLI STRANIERI DI PERUGIA | 2010 - 2014

- Main topics: marketing and competitive analysis; international marketing; marketing of services; launch and promotion of new products and services, sales; channel management

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