

Alessandro Noto

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Certification:

META (www.credly.com/users/alessandro-noto/badges)

Meta Certified Digital Marketing Associate (from October 3rd, 2020)

Meta Certified Creative Strategy Professional (from October 9th, 2020)

Technical Skills:**ARTIFICIAL INTELLIGENCE (AI)**

Proficient in utilizing ChatGPT Plus for automating responses, generating content, and providing virtual assistance to optimize workflow efficiency and enhance communication strategies.

Professional Experience:**ITALIAN FENCING FEDERATION (2007 – Present)****Head of Marketing and Partnerships**

- Develop comprehensive marketing strategies aligned with overall brand objectives.
- Ensure brand consistency across all communication materials and platforms.
- Spearhead co-branding initiatives, secure brand ambassadors, and oversee sponsorship activations.
- Lead integrated communication efforts across advertising, PR, influencer marketing, and social media.
- Negotiate and renew key sponsorship agreements.
- Forge strategic partnerships with high-profile sponsors (e.g., Ferrero Group, BasicNet Group, Acqua Lete, Trenitalia) and media outlets (e.g., SkySport, Italpress).
- Manage relationships with government entities and public stakeholders (Ministry of Sport, Italian Olympic Committee).
- Supervise external PR and communication agencies.

Head of Digital

- Lead and manage the digital marketing team.
- Develop and execute content strategies for social media channels, enhancing brand presence and fan engagement.
- Oversee the creation, management, and optimization of digital assets, including the official website and social platforms.
- Strategize, execute, and analyze paid advertising (ADS) campaigns across digital platforms.
- Serve as Digital Content Director and PR Manager for the Olympic & Paralympic Games (2012, 2016, 2020, and 2024).
- Monitor campaign performance through analytics, providing actionable insights.

24ORE BUSINESS SCHOOL (2015 – Present)**Professor in Marketing and Communication**

- Master Program in Marketing and Digital Communication.
- Master Program in Sports Business Management.

ITALIAN OLYMPIC COMMITTEE (2023 – Present)**Professor in Marketing and Communication**

- Master Program in Sport Management.

RCS ACADEMY (2023 – Present)**Professor in Marketing and Communication**

- Master Program in Sports Business Management.

EUROPEAN FENCING CONFEDERATION (2017 – Present)**Digital Marketing Consultant**

- Architect and maintain Eurofencing's online presence, enhancing brand visibility and engagement within the international fencing community.
- Develop and manage Meta advertising campaigns.

ZERO AGENCY (2021 – 2023)**Digital Media Coordinator**

- Plan Social Media Strategies for client's brands.
- Create and publish content on all social media platforms to grow an audience, build brand awareness, and boost sales.
- Develop, implement, and manage client's social media strategy after conducting competitive research, platform determination, messaging, and audience identification.
- Set up and develop social media campaigns.
- Set up and optimize client's pages within each platform to increase the visibility of company's social content.
- Moderate user-generated content in line with the moderation policy.
- Collaborate with sales, web design, web development, customer relations, and client product development teams.
- Capture and analyze the appropriate social data/metrics, insights, and social media best practices to measure the success of every social media campaign.

MOAK COFFEE Spa (2016 – 2022)**Digital Marketing Consultant**

- Develop the company's web communication strategy to promote the Moak brand (Storytelling) and increase fan community.
- Conceptualize and implement marketing/communication strategies aimed at developing branding activities and boosting the visibility of the Moak brand and its subsequent online presence.
- Manage all creative materials and implement media activities and promotions.
- Manage Meta ADS campaigns.
- Ensure adherence to brand tone of voice and positioning.

- Handle brand protection and online reputation (social media infringement and unauthorized accounts).
- Support the needs of local markets and partners.

BEATRICE VIO (2016 – 2020)

Social Media Consultant

- Develop Beatrice Vio's (Italian Paralympic Gold Medalist, Rio 2016 and Tokyo 2020) social media strategy to promote her online personal brand and engage fan communities on prominent social platforms (Facebook, Twitter, Instagram).

ARIANNA ERRIGO (2016 – 2020)

Social Media Consultant

- Develop Arianna Errigo's (Italian Olympic Gold Medalist, London 2012) social media strategy to promote her online personal brand and engage fan communities on prominent social platforms (Facebook, Twitter, Instagram).

Guest Lecturer and Speaker:

We Make Future, Rimini, Italy, July 18, 2023

Topic: Olympic Sports in the Metaverse.

Social Media Week, Rome, September 12, 2016

Topic: Social Media Lab.

Web Marketing Festival, Rimini, Italy, July 9, 2016

Topic: The Social Media Case Study of the Italian Fencing Federation and #Fencingmob.

TEDx Tor Vergata U, Rome, Italy, May 7, 2016

Topic: Storytelling and Sport 2.0 (Link to the talk:

<https://www.youtube.com/watch?v=rzwzf7HfPOQ&t=16s>).

European Week of Sport, Luxembourg City, Luxembourg, September 17, 2015

Topic: The Social Media Case Study of the Italian Fencing Federation and #Fencingmob.

International Sport Convention, Geneva, Switzerland, December 11, 2014

Topic: Digital Strategies in National Sports Governing Bodies.

Dig.It, Prato, September 19, 2014

Topic: The Future of Now: Making Sense of Our Always On, Always Connected World.

Background and Education:**LUMSA University, Rome, Italy (September 2005 - June 2006)**

- Master's Degree: Marketing & Communication.

University of Catania, Catania, Italy (September 1999 - June 2005)

- Bachelor's Degree in Social and Legal Studies.

Languages:

- Italian: Native fluency.
- English: Excellent.
- Spanish: Working proficiency

I hereby authorize the treatment of my personal data according to the current Italian directives (D. lgs. 196 2003, June 30th) Privacy policy and article 13 of Regulation (EU) 2016/679.