



## 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. Concepted 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:** Concepted 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 FOLLETO:** 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 KPIS · DIRECT MARKETING · MARKETING AUTOMATION · CRM STRATEGY · PITCHING

### TOOLS

SALESFORCE · GA4 · EMLIFI · 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