



RICCARDO COLARUSSO

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Milano (MI)

#### RELEVANT WORK EXPERIENCE

**Bain & Company – Market Reputation Specialist for Italy & Greece** (Milan, Italy) 06/2022 – Current

- Support for go-to-market projects, products and services
- Digital Marketing: update local Bain.com page, update local content on all digital media, tailor global campaigns to local community, create / edit / distribute local content on LinkedIn, with organic and sponsored content
- Help to tailor content to local community needs, help distribute Editorial content in local market, and work with local providers / agencies
- Creation and management of internal/external newsletter
- Help to create, edit and distribute local video content
- Support all local PR activities to develop Bain's presence in the local market, press, and premium publications
- Support for conferences and events, landing page creation and communication campaigns

**Dentons – Digital Communication Specialist** (Milan, Italy) 09/2021 – 06/2022

- Responsible for all internal and external communication for the offices in Milan and Rome
- Defined the content management on website
- Creation of Monthly internal/external newsletter
- Supported for event management
- Creation of video series on topical issues and content
- Named the firm's Innovation Brand Ambassador

**PricewaterhouseCoopers (PwC) - Associate** (Rome, Italy) 09/2019 – 09/2021

- Built multiple creative communications and copywriting in web portal redesign projects working with the UX/UI team
- Go-to-market strategies, ROI and KPIs monitoring, business models, pricing
- Carried out feasibility studies, user research, market analysis and benchmarking to understand and define the potential of digital platforms
- SEO/SEO copywriting activities
- Defined the organisational model of content strategy unit of the main Italian Energy company, the model for monitoring and setting KPIs, the governance model and the methods for disseminating content
- Supported to the communication of the main Italian Energy company for the launch of "Enel X Pay" app
- Managed the NoiPA portal and Cloudify NoiPA of a Ministry of the Italian government, through the writing of articles and the design of the sites

**Honda Motor Europe Ltd – Business Communication Assistant** (Rome, Italy) 02/2019 – 07/2019

- Specialized in the drafting of texts and the press review
- Developed monthly competitor analysis
- Planned events for Honda motorbikes around Italy
- Managed the car and motorbikes fleet

## EDUCATION

### **London Business School**

Executive Course, Mastering Digital Marketing – online, 6-8 hours/weekend

04/2021 – 07/2021

### **Baptist University, HKBU** (Hong Kong)

Master's degree in Business Communication

07/2018 – 02/2019

### **Luiss Business School** (Rome, Italy)

Master's degree in Marketing Management / Major: Digital Marketing

Main Courses: Advanced Marketing, Consumer Insight, Marketing Research & Customer Analytics, Digital Marketing, Company Organization, Marketing Plan

10/2017 – 06/2018

### **Università degli Studi Roma Tre** (Rome, Italy)

Bachelor's Degree in Communication Sciences – 110/110 cum laude

10/2014 – 07/2017

### **Liceo Classico Goffredo Mameli** (Rome, Italy)

High School Diploma in Classical Studies. Major: Ancient Greek and Latin

• Studied abroad in Malta and in Brighton (Summer school) during the fourth and fifth year of High School

09/2009 – 07/2014

## PERSONAL SKILLS

Excellent user of the Microsoft Office pack (Word, PowerPoint, Excel, Outlook), Citrix, Hermes, Inews, IBMS, Ticker, Social media, Mac OS, SEO, Google Analytics, App2Check, SEMrush, Google Search Console, Marketo, Qualtrics, Customer Journey, Mapping, CMS.

Languages: **Italian** (native); **English** (fluent); **Spanish** (good) **Chinese Mandarin** (elementary)

Courses: Digital Skills Lab, Creative Lab, Business English, Soft Skills, Digital Analytics Online Academy

Certifications: Registered to the **Italian Journalists' Association** from 28/04/2017, Advanced Google Analytics, Google Ads

Additional info: In 2023, I held some lectures of the digital marketing course during the Master in 'Marketing Management' at Luiss Business School.