



Davide Moretti

Curriculum vitae

Professional Experiences

From: 12/2015 Sales Manager Videoprojectors
To: Current Casio Italia srl

Sales&Marketing responsible for Videoprojector division, with the following responsibilities:

- **Sales:** management of distributors and direct customers (Audio/Video, Educational, IT, industrial); technical trainings and support to partners; sales forecast and planning; implementation of promotions and incentives; product demonstration.
- **Marketing:** launch of new products (pricing, channels); analysis (PSI, market data, competitors); relations with specialized press; advertising actions; online and offline materials; organization of events and exhibitions; management of suppliers.
- **Others:** connection with external Service to provide support to customers; reporting to European and Global HQ; management of two human resources.

From: 06/2012 Product Manager
To: 12/2015 Casio Italia srl

Experience in Marketing dept. of following product divisions:

- **Digital Camera.** Main projects: management of PR agency and press relations; pop materials and shopfront; product trainings to shop clerks; Sales Agents support; promoters trainings and management.
- **Calculators.** Main projects: management of a network of Math teachers to promote products in Schools; PR actions towards blogs and influencers of Math and School sectors.

Education

- 2012 **Master's Degree in Marketing and Business Communications**
Università degli Studi di Milano | University of Prince Edward Island (exchange student, 6 months)
- 2009 **Bachelor's Degree in Humanistic Sciences for Communications**
Università degli Studi di Milano
- 2006 **Diploma: Scientific High School**
Liceo "E. Majorana", Rho (MI)

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Profile

Passionate about Product Marketing, the experience in Sales gave me concreteness and orientation to results. I like to get technical knowledge of products I deal, and to propose integrated solutions to customers.

IT Skills

- MS Office and similar (in particular, PowerPoint and Excel)
- Graphics at basic level (Gimp)
- Network infrastructures (basic level, related to products I'm currently dealing)
- Experiences in web marketing (Adwords, Analytics) and SEO

Languages

- English: Advanced (daily usage), both written and spoken
- Italian: mothertongue

Others

- Online courses to improve my knowledge on professional topics (eg: AVIXA on A/V technologies)
- Workers' representative for safety (RLS)
- Passions and activities: reading (History), volunteering, music, astronomy, trekking