

Pietro Barbieri

Marketing Strategy via Behaviour Change || Brand, CX, CRM

ActionRocket

pietrobarbieri@gmail.com

<https://www.linkedin.com/in/pietro-barbieri-83277264/>

Making good ideas clear & accessible to modern customer solutions. Finding patterns and planning lasting behavioural narratives for brands, institutions, and independents, since 2015. A scholar and practitioner of cognitive sciences, my passion is to make timeless concepts. ~ Experience is not what happens to a person. It is what a person does with what happens to them. - Aldous Huxley Making good ideas clear & accessible to modern customer solutions. Finding patterns and planning lasting behavioural narratives for brands, institutions, and independents, since 2015. A scholar and practitioner of cognitive sciences, my passion is to make timeless concepts. ~ Experience is not what happens to a person. It is what a person does with what happens to them. - Aldous Huxley

Skills

Brand Activation, Telco

Employment

ActionRocket CX Strategy Lead	01/11/2023 - 01/12/2023
Career Break Career Break Personal goal pursuit	01/06/2023 - 01/11/2023
Said Differently Strategy Lead	01/10/2022 - 01/06/2023
RAPP Strategy Director	01/01/2022 - 01/08/2022

Wunderman Thompson
UK
Senior Strategist

01/05/2021 - 01/04/2022

-

Education

UCL
Master of Science (MSc)

Royal Holloway, University of London
Bachelor of Science (BSc)