



Europass Curriculum Vitae

Personal information

First name/ Surname **Alberto Clerici**
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E-mail info@albertoclerici.it
Web-site www.albertoclerici.it
Nationality Italian
Date of birth 03/12/1977
Gender Male

Desired employment / Occupational field

Marketing

Work experience

Dates 01/07/2008 →
Occupation or position held **MARKETING & COMMUNICATION EMPLOYED**
Main activities and responsibilities

- Updating www.logisticamente.it website, by creating editorials, articles, news and banners.
- Implementation of the website's CMS, re-programming parts of its ASP code.
- Managing publicity campaigns projects and special promotions by website and newsletter, both with accounting and operative role (graphics and programming).
- Scheduling and sending daily newsletters. Managing the mailing lists.
- Managing and realization of on and offline communications means (websites, brochures, flyers, business cards): www.buonalogistica.it.
- Events' organization office.

Name and address of employer **Logisticamente Srl**, P.le Badalocchio 9/B, Parma, Italy, Website: www.logisticamente.it
Type of business or sector Italy's n.1 logistics on line review, featuring logistics, transports and supply chain informations and consultancy. Boasts more than 70.000 unique monthly visitors. Logistics conventions organization.

Dates 01/12/2007 →
Occupation or position held **MARKETING & COMMUNICATION MANAGER**
Main activities and responsibilities

- Creation of vacation packages and their communication by newsletters and pdf sheets at www.viaggicuba.it, of which manages updating and restructuring.
- Web site traffic analysis.
- Competitors' monitoring.
- Travel Agency's In-store communication and internal communication coordination.

Name and address of employer **Borbone Viaggi Tour Operator**, Via Pisacane 10, Parma, Italy, Website: www.viaggicuba.it
Type of business or sector Tour Operator / Travel Agency, focused on Cuba's vacation packages e-commerce.

Dates	01/08/2007 →
Occupation or position held	MARKETING CONSULTANT
Main activities and responsibilities	<ul style="list-style-type: none"> ▪ Managing the Marketing & Communications area of a franchising restoration chain (out-sourced to the consulting society), during the repositioning and international development phase: key accounting, market analysis and positioning, re-branding, communications plan (web-site, newsletter, franchising book, in-store communication, monthly promotions). ▪ Managing and realization of CRM actions and direct marketing on behalf of clients. ▪ Analysis, supervision and realization of web projects (www.portasdaamazonia.com.br).
Name and address of employer	POP Consulting , Via Bellaria 8/A, Reggio Emilia, Italy, WebSite: www.popconsulting.com .
Type of business or sector	Marketing Consulting Society.
Dates	01/10/2005 – 29/06/2007
Occupation or position held	MARKETING & INNOVATION MANAGER
Main activities and responsibilities	<ul style="list-style-type: none"> • 01/10/2005 – 31/01/2006: agency's database optimization and development of an intranet, build with ASP programming language, focused on managing contacts and CRM actions. • 01/02/2006 – 31/12/2006: promoted to IT & Web Marketing Manager. Main tasks: <ul style="list-style-type: none"> ▪ Coordination of the Business Development actions (PR, advertisement, managing of communication means, coordination of telemarketing activities, newsletter editing and sending). ▪ Production and managing of web projects for the agency's customers (websites, mailing lists, live streamings, etc.). Portfolio available at the following address: www.albertoclerici.it/progetti.htm ▪ PC and LAN maintenance. • 01/01/2007 – 29/06/2007: Promosso alla carica di Marketing & Innovation Manager. Main tasks: <ul style="list-style-type: none"> ▪ Restyling and development of Ambrosini & Associati Group's Corporate Identity and Brand Awareness. ▪ Market Strategic analysis. ▪ Internal and external marketing activities development of the four firms of the Group. In particular: prospects analysis, telemarketing activities management through partner companies, CRM. ▪ Development of the Communication Plan and creation of informative and promotional means (newsletter, brochure, web sites, corporate image, etc...).
Name and address of employer	Ambrosini & Associati Group , Via Pergolesi 8, Milan, Italy, Web Site: www.aeagroup.it
Type of business or sector	Integrated communication agency, developed in four society, focused on events organization, video productions, incentive travels, below the line promotions for Clients like McDonald's, Zurich, Telecom Italia, Unicredit Banca, Piaggio, Peroni.

Education and training

Dates	1996 – 2004
Title of qualification awarded	<u>Degree in Economics</u>
Principal subjects/occupational skills covered	Study plan focused on IT and marketing subjects. The dissertation's subject has been the design and programming of a web site for the managing of after sale assistance demands, available at the site www.albertoclerici.it . Dissertation title "A dynamic web application for the Customer Relationship Management".
Name and type of organisation providing education and training	University of Parma.

Personal skills and competences

Mother tongue(s) **Italian**

Other language(s)

Self-assessment

European level ()*

English

Spanish

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C1	Proficient user	C2	Proficient user	C1	Proficient user	C2	Proficient user	C2	Proficient user
C1	Independent user	C1	Independent user	B2	Independent user	B2	Independent user	B2	Independent user

(*) *Common European Framework of Reference for Languages*

Social skills and competences	Good communication skills, experience in writing briefs. Good attitude for teamwork and adaptation ability.
Organisational skills and competences	Good organisation skills (experience in managing projects, team-works and suppliers).
Technical skills and competences	Advanced knowledge of marketing and communication techniques. Good knowledge of offset lithography troublesome.
Computer skills and competences	Excellent knowledge of Office Suite, Windows Vista, XP Professional, 2000. Excellent knowledge of ASP, Javascript, and HTML programming languages, Access databases and usability requisitions of GUIs (Graphical User Interface). Excellent knowledge of Dreamweaver MX, Topstyle Pro (for web sites), Photoshop, ImageReady, Powerpoint, in addition to common use applications. Basic knowledge of Flash professional and Adobe Illustrator software. Good knowledge of web marketing techniques and Google analytics.
Artistic skills and competences	Good knowledge of Photoshop, ImageReady and Flash professional, for drawing, photo editing and animations.
Other skills and competences	Baseball player, Drummer. Deep passion for music, movies, comics, videogames.
Driving licence	Category B.