

# GIO RUSSO

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Milano

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People don't buy what you do; they buy why you do it. And what you do simply proves what you believe. Simon Sinek.

**DIGITAL MARKETING: ★★★★★**

**PUBLIC SPEAKING: ★★★★★**

**WEB MARKETING: ★★★★★☆**

**LEADERSHIP: ★★★★★**

LIBERAL ART COLLEGE



CATTOLICA

2012

DIGITAL MARKETING



IULM

2014

LANGUAGE



YES, I SPEAK ENGLISH

## SOCIAL MEDIA MANAGER

My main clients were Philips and Red Bull. I managed their digital strategy and online communication. I created New Business through market research, social media listening and competitor analysis.

*Ogilvy*

RED BULL EDITORIAL STRATEGY

MANAGED THE REDBULL INSTAGRAM COMMUNITY: 30K

PHILIPS DIGITAL STRATEGY AND NEW BRAND

POSITIONING

CONTENT CREATOR FOR PHILIPS

CLIENT ADMINISTRATION AND CARE

## COMMUNITY MANAGER

I organized live twitting for SKY SPORT, in particular World Football Cup 2014 Formula 1 Moto Gp

we are social

FIRST OFFICIAL LIVE TWITTING WORLD FOOTBALL CUP 2014

EDITORIAL STRATEGY, LIVE TWITTING

CREATION OF NEW EDITORIAL FORMATS (WITH A BOOST ON PAGE PERFORMANCE)

## DIGITAL PROJECT MANAGER MANAGER

I managed two brands: CONNECT & LEMONADE. My main task was digital project management, including on and off line. In particular, in offline, I organize Guerrilla Marketing and Special Activities

SAND VIAGGI E EVENTI TOUR OPERATOR

BUDGET MANAGEMENT

SUPERVISE JUNIOR TEAM MEMEBERS

INCREASE OF TRAVEL PACKAGES SALES THROUGHT AD

HOC FACEBOOK ACTIVITY

WEBSITES & APP CREATION

MARKETING STRATEGY TRAINING SESSIONS