

Name/Surname



**Duccio Leoni**

*duccio.leoni@antinori.i*

*t Italian*



## **Work Experience**

*6/2016 - Current*

**Marchesi Antinori S.p.A - San Casciano in Val di Pesa, Florence (IT)**

*Marketing and Communication Dept. - Digital Specialist*

- *Social Media Management and Contents Creator (Europe, USA, Chile)*
- *Contributed to Marketing activities of new release of the wines*
- *Developed Media relations*
- *Planned and developed Advertising Strategy (Europe, USA)*

## **Other Activities**

*7/2012 - Current*

**Cultural Association Agresto - Monteriggioni, Siena (IT)**

*Council Member*

- *Planned Cultural Events*
- *Planned Advertising activities*
- *Management of the relations with Monteriggioni district*

*3/2018*

**Sant'Anna School of Advanced Studies - Pisa (IT)**

*Professor at Italian Wines and Global Markets Master*

- *Digital Communication & Marketing Strategies of the wine*

*5/2018*

**University of Florence - (IT)**

*Professor at WeM Park Master, Marketing and Communication Class*

- *Digital Communication & Marketing Strategies of the wine*

## **Education and Training**

*2015 - 2016*

**Master in Italian Wines and Global Markets at Sant'Anna School of Advanced Studies - Pisa (IT)**

- *Thesis: "The New Communication of the Wine"*
- *Marketing Strategies of the wine*

*2011 - 2015*

**Degree in Communication, Language and Culture - University of Siena (IT)**

- *Thesis: "Cloning likes, Cloning terror: the popular contents of the new media"*
- *Erasmus at Universidad Complutense de Madrid*

*2006 - 2011*

**High School: Informatic Studies - I.T.I. Sarrocchi di Siena (IT)**

## **Languages**

*Italian: Mother tongue - English: High level - Spanish: High level (10 months in Spain)*

## **Certifications**

*2015 - 2016*

**Sommelier AIS (Italian Sommelier Association) - Pisa (IT)**

*2016 - 2017*

**B2 DELE Certificate - Instituto Cervantes de Madrid (ES)**

## **Computer skills**

- *Operative systems: Windows, Mac Osx, Linux*
- *Mailing & Newsletter: MailChimp*
- *Computer Skills: Microsoft Office, OpenOffice, Pages, Keynote*
- *Adobe: Premiere and Photoshop (high level)*
- *Social Media Skills: Instagram, Facebook, Tik Tok, Twitter*
- *Insight Systems: Google Analytics, Facebook Insight, Instagram Insight*
- *Enterprise Resource Planning: Oracle's JD Edwards*