

Marco Businaro

SUMMARY

Highly motivated, technical and creative marketing professional with experience in the Insurance, Aviation and Tech. Passionate for media and communication, with a focus on discovering new digital opportunities, channels and trends. Flexibility and interoperability are my mantra and I always ask myself how is possible to measure what I have done. Innovation Management studies nurtured my strong interest in technology developments and new business models. I bring enthusiasm to all team projects and strong determination to reach the collective objectives, and I learn quickly.

WORK EXPERIENCE

- Jan 2023 - now: **Advertising Manager, Prima Assicurazioni S.p.A - Milan, Italy**

Responsible for media spending in TV, radio and all digital channels with a XX€ millions budget, reporting directly to the CMO. The role involves defining KPIs, measuring campaigns performance and optimizing the media mix to achieve goals.

- Sep 2020 - Dec 2022: **Digital Marketing Specialist, Prima Assicurazioni S.p.A - Milan, Italy**

Leading the growth strategy, execution and optimization of digital marketing activities in Italy with a performance data-driven approach, while managing a X€ millions budget. Working closely with IT, data, design and product teams in order to have a state-of-the-art analytics, tracking system and assets.

Launching digital marketing activities in new countries (UK and Spain) in coordination with the local team.

- Sep 2018 - Aug 2020: **Marketing Specialist, Air Italy S.p.A - Milan, Italy**

Develop worldwide (Markets: Italy, USA, Canada, India) multi-channels (digital, social, OOH, radio) multimillion dollar campaigns with assistance of key partners (media & creative agencies). Strategic, commercial, tactical and brand campaigns to accomplish business goals. KPI setting and post campaign analysis.

Events, including international gala dinners with up to 150 guests, multiple media events and press conferences, plus a full range of public activations and events where our business would be present and there would be up to 50,000 attendees.

Responsible for development and creation of trade materials (presentations, flyers, assets & overseeing co-marketing activities with main travel networks & journals), as well as stakeholder management.

- Jan 2018 - May 2018: **Business Development Intern, VR Media - Pisa, Italy**

The company operates in the sectors of Virtual and Augmented Reality, developing innovative hardware/software products. In this internship I assisted the CEO in the definition and development of their business model with a precise focus on understanding the export possibilities and threats for the product.

- Jan 2016 - May 2016: **Marketing & Business Development Intern, WatchFit Limited - London, UK**

Applying and managing SEO, Google Ads & Analytics plus Business Development activities to achieve WatchFit's targets while developing new methods to improve the efficiency of the business growth.

- Jun 2015 - Dec 2015: **Handyman, Damin s.r.l. - Venice, Italy**

I worked part-time for an average of 20 hours a week while being a full-time student. I assisted the managers in almost every operational task and assisted the managers as a translator at the Frankfurt and Hannover Truck fairs.

EDUCATION

- May 2021 - Jul 2021: **Master in Growth Hacking**, Talent Garden, Italy.

- Aug 2016 - Jul 2018: **MSc in Innovation Management**, jointly organized by the University of Trento and Scuola Superiore Sant'Anna of Pisa, Italy.

Thesis: Hidden Innovation in manufacturing SMEs: a multiple case study in the Veneto region. 30 firms interviewed to cluster strategic decision in order to assess possible best practices.

- Sep 2013 - Jul 2016: **Bachelors in Foreign Trade**, Ca'Foscari University of Venice, Italy.

Thesis: Johh Law and the Mississippi Company: the first rational bubble.

- Jan 2015 - Jul 2015: **Erasmus+ Program**, University of Alicante, Spain.

Languages

- Italian
- English
- Spanish

References

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