



FILIPPO BONAZZI



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“MARKETING MANAGER”



PROFILE ▼



Marketing Manager with a Bachelor’s in Public Relations and Advertising, and over 10 years of experience developing breakthrough ADV campaigns for Italian and international major brands. A multilingual communicator with a proven ability to lead and motivate teams and successfully deliver projects within established deadlines, while maintaining excellent overall quality. Excels in developing content across traditional channels and digital platforms that drive leads and revenue, attract and retain customers, and build a reputable corporate brand. An enthusiastic creative offering a strategic and innovative perspective to all projects and a solid history of achievements in sales and brand awareness. Passionate about using data-driven insights to optimize marketing strategies for maximum ROI.



ACCOMPLISHMENTS ▼



- Founded an advertising agency focused on digital communication, with a specialty in **digital marketing, branding, B2B and B2C communication, web design.**
- Worked with major Brands including **McDonalds’, Logitech, LG, AMD, Nestlé, Expert Gaer, Samsung, Sky, Lucky Red, Remington, Konami, NZXT, NCI Network, Sushiko, Manyi Asian Cuisine, Asiamama,** and **AREA Accessories.**
- Facilitated the revenue growth of **Expert Gear** from **€145.088.939** in 2017 to **€222.465.380** in 2021 by providing advice and guidance on digital communication strategies for sales boosting and brand awareness.
- Developed 4 brand concepts from scratch: **Asiamama, Manyi Asian Cuisine, Sushiko Next** and **Pinsami.**
- Managed digital and social media campaigns from content creation to paid ADV, increasing **Area Accessories’** sales from **€50,681,604** in 2019 to **€108,249,619** in 2021.
- Orchestrated the successful launch of original ADV concepts on social media which went viral, reaching millions of people and generating thousands of interactions:

McDonalds’ SummerDays 2023 campaign: **+4.1M** organic impressions // **Konami** eFootball 2023 campaign: **+2.2M** organic impressions // **NOW TV** The Last of Us 2022 campaign: **+5M** organic impressions // **Logitech** gaming accessories 2022 campaign: **+1.65M** organic impressions // **Nestlé** Maxibon 2021 summer campaign: **+2M** organic impressions // **Sushiko** Valentine’s day 2017 campaign: **+30M** paid impressions.



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CORE COMPETENCIES ▼



- Digital and Traditional Marketing
- Branding & Market Positioning
- Creative Direction
- ADV Campaign Management
- Social Media Management
- Audience Targeting
- Market Trend Research & Analysis
- E-Mail Marketing
- Project Management
- Customer Relationship Management (CRM)
- Content Creation & Copywriting
- Video Editing
- Search Engine Optimization (SEO)
- Strategic Planning & Partnerships
- Graphic & Webdesign

► **INDUSTRY:** Food • Technology • Consumer Electronics

Soft Skills: Strong Communication | Leadership | Creativity | Unorthodox Thinking | Positive Attitude | Multi-Disciplinary Competences | Negotiation | Problem Solving | Strong Attention to Detail | Organization | Motivation | Presentation | Team Work | Time-Management

PROFESSIONAL EXPERIENCE



FOUNDER, MARKETING MANAGER, CREATIVE DIRECTOR, COMMUNICATION CONSULTANT, SOCIAL MEDIA MANAGER, PAID ADV SPECIALIST, CONTENT CREATOR ▼

B2 Studio (An advertising agency focused on digital communication) || 2012 – 2023

- Managed marketing strategies and ADV campaigns for prestigious Italian and international brands, developing multichannel promotional content for traditional and social media.
- Managed social media paid ADV campaigns focused on B2C and B2B communication, boosting brand awareness, customers' sales and revenues.
- Managed event organization for press, corporate and promotional events, developed communication materials, created presentations, infographics, and corporate videos.
- Trained, led, and motivated multi-disciplinary teams to successfully deliver complex projects within established deadline.

KEY EXPERIENCES THROUGH B2 STUDIO ▼

EXPER GAER: a retail co-operative society with more than 350 associated shops || 2017 – 2023

- **Expert Gaer** is associated with **Expert Italy**, one of the top 5 performing brands in the Italian consumer electronics retailer market.
- Managed digital and social media campaigns from content creation to paid ADV.
- Developed cross-promotion ADV campaigns for major brands such as **Samsung, LG, and Remington Europe.**
- Developed internal communication materials for associates as presentations and infographics.
- Boosted sales through digital marketing campaigns, contributing to a **53% growth in annual turnover from 2017 to 2021.**

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NCI NETWORK: ▼

3M+ followers and 6 thematic pages on Instagram, Facebook, Twitter & TikTok || 2019 – 2023

- **NCI Network** is the most influential entertainment network on Italian social channels. Influencers and celebrities such as Valentino Rossi follow and comment on the NCI Network pages' posts regularly. Major national and international companies like **McDonalds'**, **Nestlé**, **Activision**, **Logitech**, **Konami**, **AMD**, **NZXT**, **Riot Games**, **Vodafone**, and **Mediaset** frequently launch partnership marketing ADV campaigns on NCI Network to reach the target of Italian millennials and Gen Z.
- Developed partnership marketing multi-format content for **McDonalds'**, **Sky NOW**, **Konami**, **Maxibon (Nestlé)**, **Logitech**, **AMD**, **Open Fiber**, **Lucky Red**, and **NZXT**.
- Best performing social media campaigns include **McDonalds'** (+4.1M organic impressions), **NOW TV** (+5M organic impressions), **Konami** (+2.2M organic impressions), **Nestlé** (+2M organic impressions), and **Logitech** (+1.65M organic impressions).
- Provided advice and guidance on content creation for major brands' ADV campaigns, brand identity, brand awareness, and social communication strategies.
- Developed and updated corporate branding: logo design for each thematic page, social layouts, corporate and e-commerce website graphics, and social media kit.

AREA ACCESSORIES: ▼

One of the leading companies of Italian smartphone accessories market || 2019 – 2022

- **AREA Accessories S.p.a.** is a company with a solid 30-year history, boasting various collaborations with major international smartphone brands. Best-selling products such as smartphone covers for every model on the market, wireless earbuds, power banks, and ultra-fast chargers.
- Developed cross-promotion ADV campaigns for major brands such as **Samsung**, **Redmi**, and **Huawei**.
- Built Social media community from **5K** to **20K** followers on Facebook, and from 0 to 2.4K on Instagram.
- Generated monthly performance metrics and analytical reports, reviewing and communicating marketing campaign successes.
- Leveraged industry trends and competitive analysis to improve marketing campaign performance.
- Increased sales and revenues through paid ADV campaigns on social media. **Annual turnover doubled in two years.**

SUSHIKO GROUP ▼

The first brand introducing "all-you-can-eat formula" in Italy || 2013 – 2018

- **Sushiko** is the first Japanese restaurant franchising chain developed in Italy with more than 60 active restaurants located in major Italian city centers and food courts. Its innovative strategy led Sushiko to enormous commercial success with a growth of 10 – 15 new openings every year. Sushiko Group is actually expanding in Spain and Portugal.
- Performed 360° marketing management, and developed marketing and communication strategies focused on B2C and B2B.



- Managed digital and social media campaigns from content creation to paid ADV, Building Community from **5K** to **60K** followers on Facebook, and from 0 to 8K on Instagram.
- Launched viral campaigns to promote new products and events, reaching overall **+280M** people through organic and paid ADVS.
- Generated monthly performance metrics and analytical reports, reviewing and communicating marketing campaign successes.
- Improved brand identity, brand awareness, brand image, and brand reputation through communication campaigns focused on food quality, service, and customer satisfaction.
- Developed crisis management strategies, managed P.R. with journalists, wrote press releases, and organized press conferences.

PRESS OFFICE COORDINATOR, P.R., & EVENT MANAGER ▼

Regional Government Institution of Emilia-Romagna, Italy. || 2010 – 2012

- Wrote over 2.500 press releases and speeches for politicians, created presentations for institutions and press events.
- Managed Institutional communication via digital media and social media such as Facebook, Twitter, and Youtube. Focused on content creation and paid ADV campaigns.
- Managed institutional event organization, creating communication materials to promote the events through billboards, radio advertising, press, and social media.
- Managed relations with local, national, and foreign press, organized press events, and coordinated interviews on newspapers, radio, and TV.
- Coordinated internal communication.



E D U C A T I O N ▼



Bachelor's Degree in Public Relations and Advertising

Iulm University Milan | November 2009



T E C H N O L O G Y S K I L L S ▼



- **Webdesign:** Wordpress | Elementor
- **Coding:** HTML, CSS
- **Adobe Suite:** Photoshop | Illustrator | After Effects | Premiere Pro | Indesign
- **E-mail Marketing:** Mailchimp
- **Microsoft Office:** Word | Excel | PowerPoint | Outlook | Teams
- **Social Media Management:** Hootsuite | Publer



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- **Italian:** Native Speaker ●●●●●●
- **English:** IELTS 7.5 Overall - CEFR: C1 Advanced ●●●●●●
- **German:** Fluent CEFR: B2 Level ●●●○○○
- **French:** Conversational ●●○○○○
- **Spanish:** Conversational ●●○○○○
- **Japanese:** Elementary ●○○○○○

MAJOR BRANDS I'VE WORKED WITH



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AD MAIORA

Towards greater things