



# Giorgio Marandola

## CONTACTS

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## EDUCATION

Liceo Classico Plauto  
Università Roma Tre,  
Giurisprudenza.

## MORE ABOUT ME

You can find all the details  
about my experiences,  
projects, talks and  
collaborations on my  
personal website.

[www.giorgiomarandola.com](http://www.giorgiomarandola.com)

## OBJECTIVE

My objective is to attain an engaging position in Digital which is optimal for personal growth and discovery. At this point of my career, surrounding myself with like-minded individuals is a high priority, using my knowledge on complex and relevant projects.

## WORK EXPERIENCE

### **FLU (Mar. 2018-Present)**

*Senior Manager*

In the founding team of the company, I'm in charge of business development, PR and strategy.

FLU is an influencer marketing agency that provides data driven strategy, creativity and distribution.

FLU is part of ALL Communication Group Holding.

### **Divimove (Feb. 2017 - Mar. 2018)**

*Manager New Business Development Italy*

New Business development and strategy in the fields of influencer marketing, branded content and online video.

I worked with WWE, UnipolSAI and AXA MPS Financial.

Relevant Partnership: Divimove and GroupM.



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## **DOLCE & GABBANA**

Dolce & Gabbana asked me to design an internal project to shape their Digital Transformation to be tailored for the next generations of employees.

The full story and the project I designed and developed is on my website.

## **MY FIRST BOOK**

I published my first book, an essay about unconventional communication, in 2010.

And I'm proud that the book was mentioned in a lot of graduation thesis.

## **WORK EXPERIENCE**

### **Early Morning (Dec. 2015 - Dec. 2016)**

*General Project Manager*

PM Team Leading on national and international clients, direct responsibility on clients like Mattel, RS Components and AXA MPS Financial.

Started up Early Morning Finance, a "full stack" agency focused on the financial world.

### **Gruppo Banca Sella (Feb. 2015 - Aug. 2015)**

*Marketing Analyst - HYPE*

Social Media Marketing and Digital PR handling an external agency ( DOING ). Reports and Analysis, funnel optimization. Events, partnerships and sponsorships.

Internal communication of the HYPE project.

Direct Email Marketing and CRM.

### **Speakage (Jan. 2014 - Jan. 2015)**

*Director of Digital Marketing*

I was in charge of all the digital marketing strategies.

I also designed from scratch a platform for the insurance professionals, followed as a PM the development and launched the platform in the Italian market.



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## DHL LIVE

DHL Live is the B2B magazine of DHL Express Italy.

I suggested the project to the client, created the team and coordinated the development.

## TALKS

I had the opportunity to talk in various events, roadshows and conferences, the entire list is on my website. I enjoy public speaking a lot!

## WORK EXPERIENCE

### **Pointstic (Jun. 2013 - Jan. 2014)**

*Sales and Business Development Manager*

As a sales manager I was in charge of developing and implementing the business strategy to increase the cash flow and accomplishing business alliances with brands, media agencies and digital agencies in Italy.

### **YAM 112003 (Feb. 2013 - Jul. 2013)**

*Digital Product Manager*

I was in charge of all the digital delivery projects of the agency, working with clients, agency accounts and external suppliers.

I worked for clients like Nestlè, Mediaset and Luxottica.

### **Factory 48 (Feb. 2010 - May 2013)**

*Co-founder & Partner*

Factory 48 was a creative unconventional marketing agency focused on flash mobs, I was in charge of the whole business of the agency, designed and developed from scratch. We worked with clients like Trenitalia, Beck's, Transavia, Nivea and many more.



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## UNIVERSITIES

I collaborated with the Politecnico of Milan and the University of Pavia as a teacher and lecturer.

## SALMOIRAGHI & VIGANO'

I designed their brand new website and e-commerce, literally from scratch. And then I supervised the delivery of the project.

## WORK EXPERIENCE

### **Ideolo (Feb. 2011 - Jan. 2013)**

*Client Director & Marketing Manager*

Global management of the clients, from the pre-sale stage to the planning of the campaigns on digital platforms, social media to the in-store technologies.

Management of the analysis and brand reputation management team, also I am responsible of the corporate communication of the agency on specialised media and trade publications.

### **H-art (Jul. 2010 - Oct. 2010)**

*Social Media Project Manager*

I was in charge of all the social media management for Impresa Semplice, Telecom Italia.

### **Elastic (Oct. 2009 - Jun. 2010)**

*Co-founder & Partner*

I worked in the Digital PR and Content Management for: Working Capital by Telecom Italia, Club dei Media Sociali, Ignite Italia, Ebitemp, Startup Cloud.



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## TOOLS

I am familiar with all the most effective project/tasks management tools on the market:

Basecamp  
Asana  
Teamweek  
Tom's Planner  
Trello

I have experience also with agency management and CRM softwares like:

Function Point  
Zoho

During my career I also mastered several conversations listening and analysis tools:

Radian6  
Alterian SM2  
Blogmeter  
SproutSocial

## WORK EXPERIENCE

### **Ebraismo e Dintorni (Oct. 2008 - Jun. 2010)**

*Web Manager & Editor*

I designed the magazine and developed it.

The magazine content was a mix of original and syndicated content (via xml/rss).

### **Fluilink (Jul. 2009 - Sept. 2009)**

*Web Marketing & Social Media*

I managed all the social media and web marketing activities of an e-commerce.

### **Iceterisk (Apr. 2008 - Jan. 2009)**

*Web Designer, Blogger, Social Media Manager*

Local clients and projects, on digital.

## MORE PERSONAL

I was born in Rome 36 years ago but I lost my accent (fortunately), I'm married and I'm the proud dad of Sveva Noah.

I love reading and writing.

I'm a former kickboxer and rugby player, a scuba diver and football player.

I'm writing my next book, it's about whealthtech.