

# ***CURRICULUM VITAE***

**Alessio Vincenzoni**

## **PERSONAL INFORMATION**

Name Alessio Vincenzoni

## **WORK EXPERIENCE**

Dates (from - to) May 2005 onwards  
Name and address of Employer **Xister S.r.l** www.xister.com  
8/9, Vicolo della frusta, 00153, Roma  
Advertising  
Type of business **Client**  
Position held **Director**  
Main activities and responsibilities I'm leading the whole xister accounting team (approx. 25 people).  
My day to day activities include:  

- managing relationship with existing agency Clients and prospects;
- analyzing market trends and consumers needs evolution;
- conceiving and developing web strategies for both clients and prospects;
- evaluating and proposing innovative solutions;
- managing team members work and deadlines.

Dates (from - to) September 2004 - Aprii 2005  
Name and address of employer **Colgate- Palmolive Italia**  
59/63, Via del Giorgione, 00157; Roma- Italia  
Type of business Fast moving consumer goods  
Position held **Assistant Brand Manager**  
Main activities and responsibilities Working together with the other members of the Oral Care Team, I was in charge of:  

- extracting data from database;
- analyzing market trends;
- analyzing product results
- studying consumer habits (insight);
- monitoring competitors;
- managing contacts with media, partners and agencies.

## **EDUCATION AND TRAINING**

Dates (from - to) December 2006  
Name of organization Google  
Title awarded

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Dates (from - to)  
Name of organization  
Principal subjects covered  
Title awarded

January 2004 - February 2005  
**Università degli Studi La Sapienza, Roma**  
**Marketing, business administration and communication**; Project Work Title: "*Colgate's Ora! Care Incrementa! Pian*" **Master's Degree**

Dates (from - to)  
Name of organization  
Principal subjects covered  
Title awarded

November 1998- July 2003  
**Università per Stranieri di Perugia, Perugia**  
**Economics, advertising and international politics**;  
Thesis Title: "*Communication strategy of European Union*"  
**Bachelor with honors (Italian Laurea)**

#### LANGUAGES

MOTHER TONGUE  
OTHER LANGUAGES

Reading skills  
Writing skills  
Verbal skills

#### ITALIAN

**ENGLISH:** FCE Certificate (First Certificate in English)

EXCELLENT

EXCELLENT

EXCELLENT

#### SPANISH:

Reading skills  
Writing skills  
Verbal skills

EXCELLENT

GOOD

GOOD

#### FRENCH:

Reading skills  
Writing skills  
Verbal skills

EXCELLENT

GOOD

GOOD

#### SOCIAL SKILLS AND COMPETENCES

- Team Work: I've had several opportunities to work with other people, in various types of team, from football and basket teams, to student teams during University and the Master, to Oral Care Team at Colgate and our team at Xister. I can easily manage interpersonal relationships;

- Intercultural Skills: all my work experiences let me work in a multicultural environment, keeping contacts with colleagues, agencies and partners from all over the world;

#### COMPUTER KNOWLEDGE

Competent with most Microsoft computer programs, (Word, Excel, Access, PowerPoint) and some experience with HTML. Deep knowledge of the internet and its tools.

#### ADDITIONAL INFORMATION

**SOCRATES/ERASMUS PROGRAM:** from March to September 2001 in United Kingdom, University of Teesside, Middlesbrough.

Courses attended: Media markets and global communication.

**PUBLICATION:** "*Le strategie comunicative dell'Unione Europea*", Morlacchi Editore, Perugia (2003).

**PERSONAL INTERESTS:** I love to travel and experience different cultures; I love tennis, advertising, marketing and design.