

CURRICULUM VITAE

Alessio Vincenzoni

PERSONAL INFORMATION

Name Alessio Vincenzoni
E-mail
Nationality

WORK EXPERIENCE

Dates (from - to) May 2005 onwards
Name and address of Employer **Xister** **Reply** **S.r.l**
81, Via Giovanni da Castel Bolognese, Roma

Type of business Advertising

Senior Manager

I'm leading one of Xister's Business Unit (approx. 30 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 - April 2005
Name and address of employer **Colgate- Palmolive Italia**
59/63, Via del Giorgione, 00157; Roma- Italia

Type of business Fast moving consumer goods

Assistant Brand Manager

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 **AD WORDS SPECIALIST**

Dates (from - to)	January 2004 - February 2005
Name of organization	Università degli Studi La Sapienza, Roma
Principal subjects covered	Marketing, business administration and communication;
Title awarded	Project Work Title: "Colgate's Ora! Care Incrementa! Pian" Master's Degree
Dates (from - to)	November 1998- July 2003
Name of organization	Università per Stranieri di Perugia, Perugia
Principal subjects covered	Economics, advertising and international politics;
Title awarded	Thesis Title: " <i>Communication strategy of European Union</i> " Bachelor with honors (Italian Laurea)
LANGUAGES	
MOTHER TONGUE	ITALIAN
OTHER LANGUAGES	ENGLISH: FCE Certificate (First Certificate in English)
Reading skills	EXCELLENT
Writing skills	EXCELLENT
Verbal skills	EXCELLENT
Reading skills	SPANISH:
Writing skills	EXCELLENT
Verbal skills	GOOD
Reading skills	GOOD
Writing skills	GOOD
Verbal skills	GOOD
SOCIAL SKILLS AND COMPETENCES	<p>- 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;</p> <p>- 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;</p>
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	<p>SOCRATES/ERASMUS PROGRAM: from March to September 2001 in United Kingdom, University of Teesside, Middlesbrough.</p> <p>Courses attended: Media markets and global communication.</p> <p>PUBLICATION: "Le strategie comunicative dell'Unione Europea", Morlacchi Editore, Perugia (2003).</p> <p>PERSONAL INTERESTS: I Love to travel and experience different cultures; I love surf, tennis, skiing, advertising, marketing and design.</p>