

Alessio Conti

Digital Marketing & Communication Design



Montecchio Emilia, (Italy) 11/01/1978

Via del carbone, 6 – 42121 Reggio Emilia

PIVA: 02617910357

CF: CNTLSS78A11F463X

Studies

Master's degree in Communication Sciences - University of Modena and Reggio Emilia, **110/110 cum laude** – 2006

Pedagogical and Foreign Language High School Diploma - Matilde di Canossa - Reggio Emilia, **60/60** - 1998

Works

Up-comunicazione: web strategist, copy (2006-2011)

www.up-comunicazione.com

Kalimera / Netribe Communications : copy, project manager jr.(2010-2013)

www.kalimera.it / www.netribegroup.it

Laura Credidio: social media marketing, press office, copy (2013-2018)

www.lauracredidio.com

Design People: press office Oikos, social media strategist (2013-2014)

www.design-people.it

Essent'ial: community manager, social media marketing (2012-2014)

www.essent-ial.com

Terzo Piano: communication strategist, copy, web marketing (2013-2014)

www.terzo-piano.com

Iglooo: project manager, social media strategist (2015-2016)

www.iglooo.it

Florim Ceramiche S.p.A. Web specialist (2015-2016)

www.florim.it - www.florim4architects.com - www.ceditceramiche.it

Bologna Design Week: Digital Specialist - Speaker - Co-Organizer (2015-2018)

www.bolognadesignweek.com

Mauro Vecchi Director: copy (2013-2018)

www.maurovecchi.com

Fireplace: Digital Marketing (2015-2018)

www.carmetgroup.com

Carmet Carpenteria: Web site PM (2017-2018)

www.carpenteria-carmet.it

Istoreco copy (2018)

www.istoreco.re.it

Insidesign Studio Store: Digital Consultant (2017-2018)

www.insidesign.bo

Giacomo Giacalone Studio: Digital Consultant (2018)

www.giacomogiacalone.it

Casa Bertagni: Digital Consultant (2017-2018)

www.casabertagni.it

47Deck: Project Manager e Digital Marketing Consultant (2016-2018)

www.47deck.it



Saccheria Franchipack: Marketing and Rebranding (2018)

www.saccheriafranchipack.it

Cooperativa Camelot: Marketing Teacher (2018)

www.coopcamelot.org

TEDxReggioEmilia: Digital Team - Co-Organizer (2017-2018)

www.tedxreggioemilia.com

CNA Reggio Emilia: Speaker (2018)

www.cnare.it

ISTORECO: Web editing (2018- 2019)

www.livello9.it

Rebell: Digital P.R. and president of the Jury (2017-2018)

www.contestrebella.it

Dismero: Marketing (2018-2019)

www.dismero.it

IFOA: Marketing Teacher (2018 - 2019)

www.ifo.it

Studio XL - Contemporary Dance: Marketing (2018-2019)

www.studioxlcontemporary.it

Pollini Home: Marketing (2019)

www.pollinihome.it

Digital Detox Design: Milan Design Week project - Event Curator (2019)

www.digitaldetoxdesign.it

Education

After studying humanities I arrived at marketing and design, worlds which have always fascinated me. I am a free thinker and have accumulated various professional experiences before finally accepting my nature as a freelancer. I work by objectives and love challenges. I don't like fixed rules, useless formalities and time wasting. Today I feel that I bring innovation and creative ideas independently throwing myself into every project and trying to give added value with tools that are suited to different objectives. I am curious and collaborative so I love creating networks of different people, environments and skills.

I deal with **brand identity, content marketing, social media marketing and digital strategy**. I collaborate with **web and communication agencies** and I use a smart, streamlined team to create **internet web sites and e-commerce platforms and apps**. Thanks to **quality content** I help with **search engine optimisation**. Through **e-mail marketing and advertising campaigns** I work to improve **client conversion and loyalty**. I propose **strategic plans and business solutions** with flexible application of various tools (SWOT analysis, targeting, marketing personas, micro-moments, Lean approach). I also write texts for web platforms, blogs, video campaigns and offer training for professionals and companies. I support companies and professionals with personal branding courses. I actively collaborate on event planning with **TEDxReggioEmilia** and **Bologna Design Week**. After participating in the organisation of events for companies in the ceramics and interior design sector for the Fuorisalone in Milan, this year I will be organising my own personal event in via Solferino: **Digital Detox Design**, an experiential space that brings different brands together and invites us to cleanse ourselves from information overload and disconnect from our digital devices to reconnect with space and matter.

Professional Fields

Content Marketing

Digital Strategy

Branding



Approach

I create digital marketing and communication projects for brands, organisations and companies. **I am a dreamer, i believe in a form of marketing that can generate value in a transparent, ethical and sustainable way that can bring together analysis and creativity for a quality experience:** a form of marketing that can move by bringing culture and beauty. I use various touchpoints and formats thanks to aimed actions **I optimise interaction in every phase of the process so that online and traditional activities can feed virtuous processes. I work with the design world** because it is a privileged place of aesthetic creation and experimentation.

Other information

I was born in Italy, in Emilia, but that is no merit or fault of mine. Just as it is no merit or fault to be born in any other place on Earth. Even as a child I loved organising, coordinating, bringing different people together and creating deep bonds of friendship. I have not changed in this sense. I have many interests that range from philosophy to linguistics and from jazz music to theatre. It's quite incredible that I am rather ignorant in all these sectors and yet I am determined to try and understand something about them. I hate convictions that pose limits, but I have many of them myself. I want to learn something new every day and sometimes I go to a conference about something i know nothing about, such as astrophysics or neuroscience. I come out very excited because when I move out of my world I see how much else there is.

Languages

Italian - Mother tongue

French – Advanced level

English – Intermediate level

Spanish - basic level

Contacts

Conti Alessio

Via del Carbone 6

42121, Reggio Emilia (RE)

T: 0522 1714902

M: 347 1034602

info@alessio-conti.it

PEC: alessioconti@cert-posta.it

www.alessio-conti.it

