

MARCO MASSINI

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[linkedin.com/in/marcomassini](https://www.linkedin.com/in/marcomassini)

BUSINESS DEVELOPER, DIGITAL MARKETING AND E-COMMERCE EXPERT

Solid, dynamic, analytical skilled Business Developer, Digital Marketing and E-Commerce Manager with a forward-looking strategic view, strong problem solving attitude and meticulous attention in ensuring long-lasting relationships with business partners and secure customer satisfaction. Former Head of 3 vertical functions for the Southern Europe Region at Groupon, now the call is to bring value to the new-born companies to help them succeed in the Digital World. **Strong domestic and international expertise in:**

- Startup / High-Growth
- E-Commerce
- Business Development
- Business Strategy
- Business Analysis and Reporting
- Campaign Management
- Email Marketing
- SEM
- SEO
- Social Media Strategy
- Brand Identity
- UI / UX design
- Lead Generation
- Project Management
- Product Management
- Account Management
- Sales Management
- Sales Operation
- Cross-Team Coordination
- Training across different Countries

PROFESSIONAL EXPERIENCE

SHANGRI-LA HERITAGE, www.shangrilaheritage.it - Co-Owner (Apr 2016 - Present)

- SHANGRI-LA HERITAGE is an Italian Brand based in the Northern Italian Alps, creating Essential Garments for Motorcycle Explorations. Matching tradition and innovation, the products come from Italian Sartorial thinking with finest quality details. Designed for Bikers, Rockers and Gentlemen.

FREELANCER, www.marcomassini.com - Startup Consultant, Digital Marketing and E-Commerce Expert (Apr 2016 - Present)

- Helping startups to ramp up their business online. Main areas: business development, business strategy, business analysis, monitoring and reporting, key metrics and unit economics tracking and control (revenue, traffic, spending, customer acquisition cost (CAC), lifetime value (LTV), cohort analysis), increasing traffic and customer base, building B2B partnerships, defining and planning web marketing campaigns, enhancing brand identity, social media strategy, website analysis and UI / UX design, SEO, SEM, content marketing, email marketing, product variety strategy, pricing strategy, discount/promo/gift strategy. Recent works:

PIGNA, Bergamo www.pigna.it - Social Media Strategist (Apr 2017 – Sep 2017)

- Rethinking, reorganization and kick-off of the social media strategies and activities for the "new era" of this historic Company.

DREXCODE, www.drexcode.com - Marketing and Strategy (Jul 2016 – Mar 2017)

- DREXCODE is the most exclusive web-boutique in Europe that provides a unique fashion experience, giving the opportunity to rent dresses and accessories from the latest collections of top designers.

VENTUNO, www.ventunoitaly.com - Business Development, Marketing and Strategy (Apr 2016 – Dec 2016)

- VENTUNO is a journey through the products and flavours of the twenty regions of Italy, plus one: a distinctive, elegant box that you will receive. Inside, you will find the best Italian regional food excellence chosen for you.

GROUPON, Milan www.groupon.it - Head of Lead Management & Merchant Research Southern Europe (Jul 2014 – Dec 2015)

- Partnership with EMEA and US Sales Operations heads to evaluate, define and kick off international processes.
- Leading the Sales Support departments of Lead Management and Merchant Research (13 people) for the Southern Europe Region (Italy, Spain, Portugal, Greece, Turkey, Israel and UAE). Team responsibilities: defining business strategy; identifying market demand and assuring the fulfilment through sales management activities; research, selection, evaluation and management of new partners in order to ensure adequate new business development; management of the already existing partners.

GROUPON, Milan www.groupon.it - Strategic Planning Manager (Jul 2012 – Jun 2014)

- Managing the City Planners and City Analysts of the Northern Italy area (6 people). Team responsibilities: defining business strategy; identifying market demand and assuring the fulfilment through sales management activities; planning and monitoring every detail (e.g.: pricing, timing, services included) of hundreds of web marketing campaigns.

GROUPON, Milan www.groupon.it - Head of Account Management and Lead Generation Italy (Apr 2012 – Jun 2012)

- Reporting directly to the CEO, managing the Account Management (13 people) and the Lead Generation (12 people) departments.

GROUPON, Milan www.groupon.it - Deputy Area Manager and Account Manager Northern Italy (Aug 2011 – Mar 2012)

- Co-management of the Northern Italy area sales team (15 sales reps) as Deputy Area Manager and Account Manager. Defining business strategy by monitoring, analyzing, reporting sales performance and propose actions for improvement. Identifying the market demand and assuring the fulfilment through sales management activities.

RADICI PLASTICS, Bergamo www.radicigroup.com - BU Controller (Sep 2009 – Jul 2011)

- Activities: analysis of management data, reporting, financial performances analysis and compilation of the Financial Statements, budgeting e forecasting, Business Unit working results monitoring and gap analysis compared to the budget figures.

BETWEEN, Milan www.between.it - Strategic and Technological Analyst (Sep 2008 - Apr 2009)

- Technological and consulting projects: market analysis, technological-economic analysis and compilation of executive reports.

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EDUCATION AND QUALIFICATIONS

American Management Association - *Management Fundamentals* (Jun 2014)

Politecnico di Milano - *Master of Science in Management, Economics and Industrial Engineering* (2007 – 2009)

Politecnico di Milano - *Bachelor of Telecommunications Engineering* (2003 – 2007)

I.T.I.S. “Valle Seriana”, Gazzaniga (BG) - Italy - *High School “Electronic and Telecommunications Expert”* (1998 – 2003)

TECHNICAL SKILLS

Professional knowledge of the suite Microsoft Office, CRM Salesforce.com, WordPress, HTML, CSS, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe After Effects, AutoCad, OrCad, MatLab.

Expertise in the Music Industry as Musician, Live Events/Concerts/Festivals Manager, Editor for Music Blogs.

LANGUAGES

ITALIAN – Mother tongue

ENGLISH – Fluent (TOEFL Computer-Based Test – Total score: 200 – Date of conferment: July 2004)

SPANISH – Limited working proficiency

FRENCH – Scholastic

INTERESTS

Fond of Travelling, Music, Lifestyle and Urban Culture.

Music: more than ten years experience as guitarist and songwriter in several independent bands, also in charge of the booking, promotional and organisational activities for every concert. Founder of www.instagram.com/setpick, a community aimed at rounding up the collectors of concerts memorabilia (setlists, guitar picks, drumsticks).

Sports: Snowboarding, Soccer (competitive level during the High School), Skiing (competitive level during the High School).