



MARCO BARCHETTI

MARKETING MANAGER

OTHER WORK EXPERIENCE

Ongoing

- **External Teacher** at [Sole 24ore Business School](#) since 2017
- **Marketing Consultant** at [Baudelle.com](#)
- **Marketing Advisor** at [Luxo.io](#)
- **Marketing Consultant** at [Treccani Accademia](#)

Past

- **Marketing Sports Book** at [William Hill](#)
- **Internal Consultant** at [KPMG](#)
- **Marketing** at [Pfizer](#)

HOBBIES

- Tennis
- Books
- Travels
- Football
- Movies
- Photo
- Motocross
- Music
- Cooking

PLACES WHERE I'VE LIVED



"Protecting the planet isn't a choice, it's a responsibility we all share"

EXPERIENCE

BrandMe (IT)

Director | 2017 - ongoing

Digital Agency

- Assess the marketability of novel products and services by gauging the level of market interest. Explore potential new markets that may necessitate the offerings of the company.
- Evaluate and communicate the effectiveness of marketing campaigns, acquire a deep understanding of the market, and assess outcomes in relation to predetermined targets.
- Develop and implement successful marketing initiatives that meet both the company and the client's objectives.

Salsano Family Office - (Panama & UE)

Business Partner & Corporate PR | 2015 - ongoing

Private Family Office (+ 2.1b)

- Improved the impact and understanding of financial reporting on business performance.
- Conducted analysis and delivered insights that linked financial reports to business strategies.
- Developed partnerships and maintained strong relationships with senior managers and their teams.

Amazon Ltd (Madrid/Stuttgart/Turin)

Operation Area Manager | 2017 - 2017

- Managed day-to-day operations and directly supervised team members.
- Contributed to the creation and building of test cases, test plans, and testing strategies.
- Provided guidance to Testing Associates/Specialists on project procedures, processes, and guidelines, mentored the team, and ensured adherence to established standards.

EDUCATION

Il Sole 24 Ore BS - Rome (IT)

PROJECT MANAGEMENT EXEC. MASTER

USI (CH)

MOF IN MANAGEMENT & FINANCE

EF - San Francisco (CA)

MASTER POST BACHELOR IN BUSINESS

Università del Salento (IT)

BACHELOR IN BUSINESS ADMINISTRATION