



# Federico Timossi

**Date of birth:** 17 december 1992

**Place of birth:** Velletri (RM)

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## WORK EXPERIENCE

- **Account Executive**

**Adglow Italy** - Milan

Jul 2017 – Current

**Tasks:**

- Client management, consultancy and budgeting (especially in Luxury, Fashion and Entertainment industries).
- New Business: Prospect client Auditing and Proposal activities (Social Media Plan)
- Implementing, monitoring and optimizing Social Media Adv campaigns.
- Analysis and reporting over ongoing activities. As Facebook, Instagram, Snapchat, Pinterest and Amazon official Marketing Partner, the company provides his consultancy services on social media Adv strategy.

- **Trainee Marketing Event Communication**

**Prime Time Promotions srl** – Rome

Apr 2017 – Jun 2017

**Tasks:**

- Partnership and Sponsorship Scouting for main Events (“Concerto di Natale” and “Corsa dei Santi”)
- Sport Events Organization and related activities.

- **Industrial Lines Operator**

**Crown Cork & Seal Closure Europe** – Poole, England UK

Jul 2011–Sep 2011

**Tasks:**

Responsible of a working machine in the production line



## EDUCATION

- **Post Graduate Master in integrated communication strategies in the digital age**

UPA (Utenti Pubblicità Associati)

Jan 2019 – Current

- **Master’s degree in Marketing**

University LUISS Guido Carli – Rome

Sep 2015 – Jul 2017

Votation: 108/110

*Thesis: Language used on videos posted on social networks by luxury brand*

- **Bachelor’s Degree in Economics and Management**

University of Roma TorVergata – Rome

Sep 2011 – Jul 2015

Votation 92/110

*Thesis: “Green Marketing: il caso Unilever” (marketing)*

## SPECIAL PROJECTS

### Business Games

**L’Oréal Men Expert** – Relaunch of Men Expert brand in online channels

**Lipton (Unilever)** – Unconventional marketing strategy of the tea capsules launch

**Lenor (P&G)** – Marketing plan to achieve market leadership

**Young&Rubicam** – Advertising campaign for the relaunch of the paper version of La Repubblica

## PERSONAL SKILLS

- **Languages:**

Italian (mothertongue)

English (upper intermediate)