



Federico Timossi

Date of birth: 17 december 1992

Place of birth: Velletri (RM)

Address: Via Giambellino, 79, 20146 Milano

Phone: +39 347 367 8025

Email Address: timossi.federico@gmail.com



WORK EXPERIENCE

- **Digital Media Planner**
DoveConviene – Shopfully Group – Bologna
Apr 2019 – Current
- **Account Executive**
Adglow Italy - Milan
Jul 2017 – Mar 2019

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.



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)