

Giorgio Montefusco

a T-shaped professional, proudly.

"build your image in a certain way, and your image will become your destiny" - Naval Ravikant

EXPERIENCE

Agras Petfoods, Genoa | www.schesir.com

Marketing Manager Schesir (coordinating 5 FTEs), January 2021 - today

- Manage and coordinate innovation process from idea to market (3/4 ranges launched per year)
- Coordination of high complex projects like transferring from external supplier to internal production
- New website launch (+350 pages) with focus on SEO (+185% in the first 6 months) and initiatives DTC
- Digital strategy development with focus on leads generation (+35k leads in 1 year) and email automation

Vandemoortele, Genoa (50%) & Ghent (50%) | www.vandemoortele.com

International Product Marketing Manager (coordinating 2 FTEs), January 2018 - December 2020

- Category vision: 5-years strategy, route-to-market and market analysis
- International coordination of the category, with focus on innovation & business development support (+30% YOY)
- Creating category culture out of Italy, both for colleagues and clients, and supporting sales during meetings
- Analysis and Reporting to International management team (CEO, Business Unit Director, Marketing Director)

Product Marketing Manager Italy, April 2014 - December 2017

- Category management with focus on innovation, product P&L and category profitability per channel
- Marketing budget management and agency coordination, with strong focus on key initiatives
- Ideation & implementation of the 1st and most important sandwich competition in Italy (www.artistadelpanino.it)
- Digital management - startup of digital presence of the company in Italy (website and social media)

Sony Electronics, Milan | www.sony.com

Product Manager TV, September 2011 - April 2014

- Launch plan and implementation of new models in Italian market with focus on pricing and profitability
- Business planning: market definition, Market Share by model and demand planning
- Ideation and implementation of marketing and communication plan for TV category

Mondelez International, Milan & Other Locations | www.mondelezinternational.com

Trade Marketing Analyst, June 2010 - September 2011

Key Account Manager Tuscany, June 2009 - June 2010

Trade Marketing Assistant [Stage], December 2008 - June 2009

Artificial Solutions, Barcelona | www.artificial-solutions.com

Marketing Assistant [Stage], April 2008 - September 2008

PROJECTS

Do Eat Better Experience, Genoa | www.doeatbetterexperience.com

Co-founder & Growth Marketing, 2014-2017

- from 0 to 450k€ turnover in gastronomic tours business
- Website development and launch, with a strong SEO strategy (900 visits per day, 70% organic)
- Automatic Growth Engine development and optimization to generate conversions

University of Genoa, Management | <https://economia.unige.it>

Guest Professor in International Business, 2018-today

Guest Professor in Digital Marketing, 2020-today

Growth Marketing Consultant, sometimes

SKILLS

ADV - Google Ads Platform & Facebook Ads Platform

SEO - SEMrush expert, SEO Copywriter

DEV - Wordpress and Webflow user

DESIGN - Canva (+++), Sketch (+++), Photoshop (++) and Illustrator (+)

ANALYSIS - strong analytical skills, top expert in Excel and use of database

SOFT SKILLS - pragmatic, empathetic, collaborative, modern leader, results oriented

EDUCATION

University of Genoa, Management | <https://economia.unige.it>

Master Degree in General Management, 2008

Bachelor Degree in Marketing Management, 2006

Umeå School of Business, Economics & Statistics || www.umu.se/en/usbe

Erasmus 6 months program, 2005

Learnn (digital learning platform) | www.learnn.com

Post University continuous learning on digital marketing