




# Michele Moretti

Marketing strategist | Internal Communication

 [Michelemoretti.xyz](https://michelemoretti.xyz)

 [www.linkedin.com/in/michele-moretti1996/](https://www.linkedin.com/in/michele-moretti1996/)

I do marketing and communication because I love solving concrete problems through **creativity** based on data. I believe in capitalizing on expertise and experiences while staying **flexible** to bring **innovation**.

## Highlights

- Strategic Thinking
- Internal communication
- Funnel Strategy
- Content Creation
- Marketing Automation

## Education

2023 - Ongoing

**Project Management Certificate**

Google Career Certificates 


2022

**Master in Marketing for Growth**

Talent Garden (MI) 

2019

**Bachelor degree in Tourism Economy**

Unibo (RN) 

## Language

Italian

English **IELTS 6.0**

## Passions



## Contacts

Phone

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Email

Morettimichele96@gmail.com

With own car



## Work Experience

2020 - Present

Celli Group | *Corporation owned by private equity*

### Group Direct Marketing Specialist

- Multiple hats role, directly responsible for **newsletters** (+300, open rate 35%), **e-commerce promotions** (+30), webinars (+7), ESG communications, and HR support in employer branding.
- Creation and coordination of **digital marketing** plans for different projects liaising regional director with product marketing, including acquisitions.
- **PM and responsible for Internal communications portal.**
- Creation of **employer branding video series.**
- Coordination of agencies for Group **social media** and **websites.**
- Coordination of **creative agencies** to produce videos, brochures, and roll-ups.
- Proposed and proactively executed marketing automation to improve the customer journey based on CRM behavior to maximize digital sales. Increased data collection to **improve the customer journey and create dedicated promotions.** Setuped dashboards to control lead generation and development for websites, fairs, and adv in Salesforce.
- Proposals of multiple partnerships for the Group.
- **Revised the marketing budget** to improve the ROAS.

2019 - 2020

Italian Exhibition Group | *Public Corporate*

### Sales Account Intern

- Support of the Brand Manager in the organization of Cosmofood and Golositalia, two Food and Beverage exhibitions blended B2C/B2B. Management of layout organization, booth sales, and suppliers.
- Worked during the COVID-19 period, supporting the **management of emergencies.**

2019 - 2019

Foodstation | *Start-up*

### Marketing Strategy Intern

- Wrote a **business analysis** of the company as my Bachelor's thesis, analyzing growth possibilities and bottlenecks.
- Management of marketing activities such as social network content, newsletters, and website maintenance.

## Softwares



AutORIZZO il trattamento dei miei dati personali contenuti nel CV ai sensi del Dec.Leg 30/06/2003, n. 196 e art. 13 GDPR 679/16