Alessandro
Loda

ABOUT ME

Equipped with a Master's Degree, graduated Cum Laude in Marketing Management. I am passionate about marketing, data analysis and strategic thinking. I have acquired skills in analytics and business development in local and international Energy and FMCG markets.

WORK EXPERIENCE

09/07/2019 – CURRENT – Italy

Data Analysis and Business Intelligence Manager

Vivigas S.p.A.

- Account for traditional acquisition channel data analysis.
- Account for digital channel data analysis.
- Annual budget definition.
- Account for special projects.

Electricity, gas, steam and air conditioning supply   /   Roncadelle (BS), Italy

09/2017 – CURRENT – Italy

Teaching Assistant

University of Brescia

For the Marketing Management Course:

- Conducted Master's Degree classes in Marketing Management
- Executed tutoring sessions to answer students' questions
- Evaluated students' work in grading exams

Brescia, Italy

06/2015 – 06/2019

Marketing e Business Development Manager

Grandi Riso S.p.a.

- Devised and implemented the annual marketing plans.
- Performed market analysis of consumption, customers' needs and sell-in/sell-out data.
- Spearheaded marketing strategies for acquisition of new markets, internationalisation, new product launches,
- and retail promotions.
- Increased turnover and weighted market coverage by acquiring new home and international large retail chain
- customers.
- Increased sales through the online sales channel (Amazon) by fine-tuning pay-per-click campaigns.

Codigoro (FE), Italy

05/2014 – 06/2015

International Project Assistant

MarketingPRO s.r.l.

- Conducted market surveys on price, and total cost of ownership for new equipment and spare parts in
- Automotive, Construction, and Cargo Handling industries
- Assisted in set up customers' price positioning strategies
- Acted as Mystery Shopper most EU Countries

Villafranca di Verona (VR)

09/2013 – 05/2014

Junior Brading Consultant

Soluzione Group s.r.l.

- Performed market researches and benchmark analysis to identify target markets, measure the effects of
- communication strategies, and assess consumer perceptions.
- Implemented communication strategies.
- Acted as ghostwriter for the LinkedIn group "Branding Intelligence".

Flero (BS), Italy

EDUCATION AND TRAINING

02/2011 – 12/2013 – Brescia, Italy

Master's Degree in Management (Marketing)

University of Brescia

EQF level 7

09/2007 – 01/2011 – Brescia, Italy

Bachelor's Degree in Business Administration

University of Brescia

EQF level 6

09/2002 – 07/2007 – Sarezzo (BS), Italy

High School Diploma in Business Consultant Proficient in Foreign Languages

I.I.S.S. Primo Levi

EQF level 5

PUBLICATIONS

Digital technology in the retail electric power market: state of the art and further challenges

2021
Micro & Macro Marketing, Il Mulino
The widespread availability of digital technologies has driven an increase in competitive pressure on the firms operating in retail electric power industry.

The paper aims to illustrate how main electric power companies adapted to new competitive conditions and which

tools have been chosen to guarantee their presence on the market.

LANGUAGE SKILLS

MOTHER TONGUE(S): Italian

OTHER LANGUAGE(S):

English

Listening	Reading	Spoken production	Spoken interaction	Writing
B2	B2	B2	B2	B2

German

Listening	Reading	Spoken production	Spoken interaction	Writing
A1	A1	A1	A1	A1

Spanish

Listening	Reading	Spoken production	Spoken interaction	Writing
A1	A1	A1	A1	A1

DIGITAL SKILLS

Data Analysis / Data Visualisation / Excel & VBA / Power Point / Social Network / LaTEX

HONOURS AND AWARDS

20/03/2021
AMA PCM Marketing Management – American Marketing Association
http://elearning.ama.org/diweb/catalog/cert/id/f36cadfd-6d1c-44b4-8351-5c92ce7c57a2/view/1