Alessandro Loda

WORK EXPERIENCE

08/07/2019 – CURRENT Roncadelle (BS), 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 and sales target definition.
- Account for the loyalty program.
- Business leader in Big Data, ML and AI projects.

Business or Sector Electricity, gas, steam and air conditioning supply

14/09/2021 – CURRENT Brescia, Italy
OWNER OF MARKETING PLAN WORKSHOP UNIVERSITY OF BRESCIA

Owner of Marketing Plan Workshop during the Academic Years 2021/22, 2022/23 and 2023/24.
- Give workshop lessons;
- Evaluate students' learning;
- Take students' meetings.

08/2017 – 30/08/2021 Brescia, 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

05/2015 – 06/2019 Codigoro (FE), Italy
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.

04/2014 – 06/2015 Villafranca di Verona (VR)
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

08/2013 – 05/2014 Flero (BS), Italy
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".

EDUCATION AND TRAINING

01/2011 – 12/2013 Brescia, Italy
MASTER'S DEGREE IN MANAGEMENT (MARKETING) University of Brescia

Level in EQF EQF level 7

08/2007 – 01/2011 Brescia, Italy
BECHELOR'S DEGREE IN BUSINESS ADMINISTRATION University of Brescia

Level in EQF EQF level 6

08/2002 – 07/2007 Sarezzo (BS), Italy
HIGH SCHOOL DIPLOMA IN BUSINESS CONSULTANT PROFICIENT IN FOREIGN LANGUAGES
I.I.S.S. Primo Levi

Level in EQF EQF level 5

LANGUAGE SKILLS

Mother tongue(s):   **ITALIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2
GERMAN	A1	A1	A1	A1	A1
SPANISH	A1	A1	A1	A1	A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

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

ADDITIONAL INFORMATION

PUBLICATIONS

Digital technology in the retail electric power market: state of the art and further challenges – 2021
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.

Micro & Macro Marketing, Il Mulino

HONOURS AND AWARDS

19/03/2021
AMA PCM Marketing Management – American Marketing Association

Link http://elearning.ama.org/diweb/catalog/cert/id/f36cadfd-6d1c-44b4-8351-5c92ce7c57a2/view/1