

PERSONAL INFORMATION

Alessandro Loda



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PERSONAL STATEMENT

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

WORK EXPERIENCE

Jul 2019–Present

Marketing & Business Data Analyst

Vivigas S.p.A., Roncadelle (BS) (Italy)

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

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

Sep 2017–Present

Teaching Assistant

Università degli Studi di Brescia, Brescia (Italy)

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

Jun 2015–Jun 2019

Marketing & Business Development Manager

Grandi Riso S.p.a., Codigoro (FE) (Italy)

- 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, internationalization, 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.

May 2014–Jun 2015

International Project Assistant

MarketingPRO s.r.l., Villafranca di Verona (VR)

- 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

Sep 2013–May 2014

Junior Brading Consultant

Soluzione Group s.r.l., Flero (BS) (Italy)

- 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

Feb 2011–Dec 2013

Master's Degree in Management (Marketing)

EQF level 7

Università degli Studi di Brescia, Brescia (Italy)

Sep 2007–Jan 2011

Bachelor's Degree in Business Administration

EQF level 6

Università degli Studi di Brescia, Brescia (Italy)

Sep 2002–Jul 2007

High School Diploma in Business Consultant Proficient in Foreign Languages

EQF level 5

I.I.S.S. Primo Levi, Sarezzo (BS) (Italy)

PERSONAL SKILLS

Mother tongue(s)

Italian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	B2		B2
German	A1	A1	A1	A1	A1
Certificato di Tedesco Livello B1 - Goethe Institut di Verona					
Spanish	A1	A1	A1	A1	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
[Common European Framework of Reference for Languages - Self-assessment grid](#)

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem-solving
Proficient user	Proficient user	Independent user	Basic user	Basic user

[Digital skills - Self-assessment grid](#)