

Alessio Travasi

EDUCATION

- MSC IN MARKETING AND BUSINESS COMMUNICATION** **Urbino, Italy**
UNIVERSITY OF URBINO "CARLO BO" **9/2018 – 12/2020**
- FINAL GRADE: **110 CUM LAUDE / 110 (1ST)**
 - THESIS: "The physical point of sale in an omnichannel scenario: the selection of foreign markets in the DIS case"
 - ADVISOR: Giovanni Marin – SUBJECT: Innovation Economics
 - MAIN EXAMS: Marketing Advanced Course | Business Communication & Internet Marketing | Total Quality Management | Corporate Strategy & Management | Scenario Analysis & Statistical Forecasting
- MSC IN INTERNATIONAL MARKETING** **Boston, USA**
HULT INTERNATIONAL BUSINESS SCHOOL ► GLOBAL ROTATION PROGRAMME **6/2018 – 8/2018**
- FINAL GRADE: **2:1**
- MSC IN INTERNATIONAL MARKETING** **London, UK**
HULT INTERNATIONAL BUSINESS SCHOOL **9/2017 – 5/2018**
- MAIN EXAMS: Marketing Analytics | Strategic Brand Management | Digital Marketing | Integrated Marketing Communication | Business Development & Channels | Global Marketing Strategy | Understanding the Customer
- BSC IN ECONOMICS AND MANAGEMENT** **Rome, Italy**
LUISS "GUIDO CARLI" UNIVERSITY **9/2013 – 7/2017**
- FINAL GRADE: **102 / 110 (2:1)**
 - THESIS: "The airlines' competitive strategies and the importance of the Hub & Spokes systems in a deregulated market"
 - ADVISOR: Giovanni Zazzerini – SUBJECT: Markets & Strategies
 - MAIN EXAMS: Markets & Strategies | Energy Economics | Marketing | Microeconomics | Macroeconomics | Industrial Economics | Mathematics | Financial Mathematics | Statistics | Corporate Finance | Accounting & Financial Statements

WORK EXPERIENCE

- DIGITAL MARKETING INTERN | GAOTEK INC.** **New York City, USA**
3/2021 – PRESENT
- Support E-commerce team in daily operations: updates in CMS and product catalogue management.
 - Work on Lead Management process: monitor and report on key metrics including lead conversion into sales for the market; support effective lead generation multichannel digital campaigns, in full synergy with business groups, digital, and communications teams.
 - Work collaboratively with external stakeholders and internal functions to ensure effective communications and data compliance.
- TEMPORARY ADMINISTRATIVE ASSISTANT | UNIVERSITY OF URBINO "CARLO BO"** **Urbino, Italy**
11/2019 – 7/2020
- Worked closely with Marco Cappellacci, head of the University IT Service System.
 - Support the IT staff in the purchasing and inventory process of assets intended for the public administration.
- TEAM LEADER OF OUTGOING GLOBAL VOLUNTEER (OGV) | AIESEC** **Urbino, Italy**
9/2019 – 4/2020
- Responsible to deliver Global Volunteer experiences for young people in the Pesaro-Urbino province.
 - Support and track all Experience Personas (EPs) from *Sign Up* to *Approved* process: make 1st contact in less than 24h; hold 1st meeting with the EPs; lead the EPs to apply to a specific project; support the EPs in their interview process with the foreign AIESEC branch.
 - Work in synergy with the VP Marketing to ensure targeted and aligned promotion of the projects in our local market.
- SMART PROJECT FOR NGOS | AIESEC** **Salvador, Bahia, Brazil**
7/2019 – 8/2019
- Design a new website for Lar da Criança, an orphanage based in the favela of Brotas, Salvador.
 - Manage social media campaigns on Facebook and Instagram for a group of NGOs operating in the Salvador area.
 - Organizer of a fundraising event – the Global Village – for a list of NGOs in the state of Bahia. In 24h my team raised R\$ 25.330 (€5.589) and 12 Kg of fresh food.

- Inside Sales Representative for the Province of Teramo.
- Responsible to design the product presentation for all clients and leads in the Teramo province.
- Handled the company's online presence, updating the official website and **Amazon Corporate Account**.

9/2016 – 2/2017

LANGUAGES, SKILLS & ACTIVITIES

LANGUAGES	ENGLISH (FLUENT)				
	Understanding		Speaking		Writing
	<i>Listening</i>	<i>Reading</i>	<i>Spoken Interaction</i>	<i>Spoken Production</i>	
	C1	C1	C1	C1	C1
	CHINESE 汉语 (ELEMENTARY)				
	Understanding		Speaking		Writing
	<i>Listening</i>	<i>Reading</i>	<i>Spoken Interaction</i>	<i>Spoken Production</i>	
	A1	A1	A1	A1	A1
IT SKILLS	MS Office (Word, Excel, PowerPoint - advanced) · Adobe Acrobat (advanced) · Ad Hoc Revolution (advanced) · Campaign Monitor (advanced) · Google Sites & Analytics (advanced) · Bitrix24 (advanced) · MEpA (intermediate) · RStudio (intermediate) · Tableau (intermediate) · gretl (intermediate)				
CERTIFICATIONS & TRAINING	Machine Learning with Tree-Based Models in R Course – Statement of Accomplishment				6/2018
	Action Selling – Associate Level Certification				6/2018
	IELTS Academic Certificate (Overall band score: 6.5)				5/2017
	Chinese language courses (A1) at LUISS University				2014 – 2016
	Summer advanced English course at Rutgers University , Newark (NJ, USA)				7/2011
	Summer advanced English course at University of Bath , Bath (UK)				7/2009
ACTIVITIES	ACADEMIC ACTIVITIES <ul style="list-style-type: none"> • Premio Marketing sponsored by SIM – Società Italiana Marketing 2/2019 – 6/2019 Together with my UniUrb team, under the supervision of Professor Elisabetta Savelli we designed a marketing plan for Frecciarossa, the Italian high-speed train owned by the national rail provider Trenitalia. The goal was to present a new idea to increment the number of CartaFRECCIA subscribers, the Trenitalia loyalty programme. The new service we proposed – CartaFRECCIA Gourmet – is based on the innovative idea to complement the current onboard catering service with a kind of culinary entertainment, allowing passengers to comfortably enjoy some of the main Italian gastronomic specialties. • Event Groove Innovation Challenge, with Shazam co-founder Dhiraj Mukherjee 4/2018 – 5/2018 Together with a Hult colleague, we presented in front of Mr Mukherjee three different ideas to move online the Event Groove business of tickets printing. All the proposals are based on the idea to transform the act of printing a ticket in a multi-sensorial experience, able to engage the client before the actual event begins. • Entrepreneurship Business Challenge, with Hult Professor Sigvald Harryson 1/2018 – 3/2018 Together with my Hult team, we presented in front of Cristopher Morton, Director and Senior Advisor at Organel Ltd, a business plan for Lexi, a safety bracelet specifically designed for women who walk alone around London during the night. INDEPENDENT ACTIVITIES Doing impressionist paintings and shooting urban artistic photos (Instagram travel blog: @ale.travasi)				
INTERESTS	Brand Management Airline, Tourism & Fashion Industry Photography Travelling Hiking & Gym				