

Emilio Picasso

Date of birth: **17/09/1989**
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Bachelor Degree in **Business Administration and Management** at Bocconi University – Milan, Italy (2011)
Grade 95/110 – equivalent GPA 3.3

High School Scientific Degree at Giacomo Leopardi Institute – Milan, Italy (2008)

Languages: English C1, German A2

RECAP OF PROFESSIONAL PROFILE

I face the professional life with strong motivation to achieve the goals. The skills, primarily gained in the marketing function, have been acquired in international companies from various industries: logistics, ICT, building and engineering. I am recognized with skills such as reliability, accuracy, and innovative thinking, especially with regard to the adoption of new technologies. My experiences have made me deal with international markets, learning different ways of dealing with issues and problems, enabling me to grow professionally.

PROFESSIONAL EXPERIENCE

January 2015 to present

R.I. RAPPRESENTANZE INDUSTRIALI SRL (Milan, Italy) | *Engineering and Construction*
Role: **Marketing & Sales Manager**

Main activities:

- ✓ Leading the development and implementation of the overall organization's marketing & sales strategy.
- ✓ Maintaining awareness of both the external and internal competitive landscape, opportunities for expansion, customers, markets, new industry developments.

January 2013 to present

TUVIA / SAGA ITALIA SPA / Bolloré Group (Milan, Italy) | *Transport and Logistics*
Role: **Marketing Manager Assistant, Project Cargo Department**

Main activities:

- ✓ Market researches and analysis, developing sales and marketing plans with the team, marketing coordination within the branches of all the brands of the Group.
- ✓ In SAGA ITALIA, I was part of the tender team. Writing and control of Technical and Quality part of tenders were part of my daily activity. Create and check documentation in order to qualify in vendor lists for major Oil & Gas companies.
- ✓ Among my experiences there is my involvement with the local branch of Tuvia Logistics Saudi Arabia: besides the participation in Oil & Gas exhibitions, I have dealt with the development and support of local team for tender and vendor list qualifications.
- ✓ *Business process intelligence*: I've been involved (from September 2013 to March 2014) in the team that support the project of renovating the IT infrastructure, analysing every economic process in the Company.

July 2012 to December 2012

ENGITEL SPA (Milan, Italy) | *ICT*

Role: **Junior Account**

Main activities:

- ✓ Web project management and Customer relationship
 - ✓ The projects I were involved were about Search Engine Optimization, Web Marketing Strategy and Brand Management/Reputation for clients such as ENI, ERG, Mediobanca and Alitalia among others.
 - ✓ I was totally in charge of the internal company blog, Twitter official profile and LinkedIn page from their launch, dealing with internal coordination among sales, graphic and technology departments.
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July 2011 to December 2011

SBH GMBH (Heinsberg, Germany) | *Manufacturing*

Role: **Sales Manager Assistant**

Main activities:

- ✓ Assistance to the Sales Manager of South Europe.
 - ✓ Commercial communications
 - ✓ Invoices control, general accounting activity
 - ✓ Project management and Customer relationship
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IT CERTIFICATIONS AND SKILLS

Certification: European Computer Driving Licence (ECDL)

Deep knowledge of Microsoft Office and OpenOffice.org suite; CSS/xHTML; Photoshop/Illustrator/Premier Pro; CMS: Joomla, WordPress, Ionize and others.

OTHER INFORMATIONS AND HOBBIES

- From January to June 2015, I was in charge the Communication & Media team of the mayor political campaign for Corsico (Milan) municipality. I created and managed all the online and offline media: official website, Facebook fan page and group, free and paid advertising, posters, flyers and other printed documents.
- I was in charge as President of Tennis Section from A.Y. 2011/2012 to A.Y. 2014/2015 for the Bocconi University Sport Association, organizing both internal and external tournaments, with responsibilities to select and train the players of the team and the staff. I was also part of the Board of the same Sport Association.
- With other former university colleagues, we've created the first football tournament only for university student: ULMi acronym of University League of Milan. Being a "start-up" project, I've been dealing with all the planning of the communication and brand management, both offline and online.