



MARCO CIGOLINI CV

M O T I V A T I O N L E T T E R

I T A

Sono Marco Cigolini ho 34 anni, sono giovane ed altamente motivato a giocare tutte la mia professionalità in una realtà nazionale o internazionale.

Amando il mio lavoro, vivendolo con impegno totale, ho sempre ottenuto buoni risultati ed ottenuto la fiducia, l'entusiasmo e la piena collaborazione di tutti i miei collaboratori, ma appunto per questo vorrei concorrere a nuove sfide in qualunque ambito io venga messo alla prova; sfide davanti alle quali, anche in passato, non ho mai arretrato.

Il mio attuale incarico mi riconosce un alto profilo e degli skills che ritengo completi.

Uno dei miei punti forti sono le capacità relazionali, sia in Italia che con l'estero, maturate oltre che nell'ambito professionale anche in quello privato che forse potrebbero risultare utili in compiti organizzativi

I principali ambiti in cui mi sono verificato e formato sono quelli:

- della gestione globale del reparto di comunicazione nei diversi ambiti, umani, ai ruoli, alle strutture ed i nuovi team di lavoro
- del successo economico del business nella sua totalità
- di una conoscenza molto approfondita dei vari strumenti di comunicazione ATL- BTL (dai prodotti cartacei a quelli multimediali e mobile, dalle soluzioni di direct marketing ai meeting e conventi on)
- dello sviluppo della comunicazione e marketing come valorizzazione dei brand e immagine aziendale
- posizionamento strategico nei confronti del mercato e della concorrenza
- delle relazioni esterne con enti, organizzazioni competitive e realtà di rappresentanza italiane e straniere
- Cromunicazione a 360°

Anche dopo 12 ore di lavoro 7 giorni su sette non rimpiango nulla del tempo e della passione investita nel lavoro.

Grazie per l'attenzione

E N G

My name is Marco Cigolini, I am a Communications and Creative Director living in London, UK. I love solving problems with communication solutions, and making great ideas happen due to my professional experience. .

I have included my résumé detailing my employment history and educational background.

Ideas come from people and their ability to communication passion, feelings, dreams and visions. This is what successful communication is about.

I believe my educational but above all my professional experience qualifies me as a Communications Consultant.

I am experienced in developing and implementing communication solutions across channels (digital, print, video, photography and social) to increase brand reach and impact

Understanding global business needs and local market challenges and transform them into effective, memorable ideas and solutions. Supporting the internal and external communication development, inspiring colleagues from the in-house communication department and guiding the relationship with external agencies through the whole delivery cycle

Getting insights from consumer and trade surveys in order to anticipate trends and gain inputs for improvement of the communication tools, thus contributing to brand's strength and in achieving sales targets.

Keeping focus on brand positioning strategy and contributing to differentiating it from the competition

Coordinating, coaching and developing a team composed of four people

Thank you for your attention.

DIGITAL MEDIA AND CORPORATE VISUAL IDENTITY at CNH INDUSTRIAL

2014 - Present (9 months)

- Communication and planning for international projects including Global Investor Day.
- Knowledge of what is possible in user interfaces, across devices, both in technical terms and in terms of best practice/device guidelines
- Experience running the UX on projects
- Communication projects planning and management
- Developing communications ideas across internal and external communications channels, with a focus on owned and earned channels.
- Managing the implementation of a new brand and growing the understanding of the brand
- Events management
- Accounting
- Leading the development of breakthrough communications and engagement ideas that create positive change for people and business.
- Social Media Marketing
- Ability to work well independently or within a team, especially cross-functional teams

CREATIVE DIRECTOR MANAGER at SATIZ

2009 - Present (4 years)

- Communication and Creative projects planning
- Communication and Creative development
- Communication projects planning and management
- Business development
- CRM and direct marketing
- Events management
- Accounting
- Marketing Communications
- Social Media Marketing
- Managing a team

ART DIRECTOR SENIOR at SUNRISEADV

June 2008 - January 2009 (8 months)

CUSTOMER CARE & BILLING WIND TELECOMUNICAZIONI

November 1998 - July 2006 (7 years 9 months)

- Customare care
- Retention group
- Information Technology

KNOWLEDGE

Mac'Os • Windows
Adobe Photoshop CS5
Adobe InDesign CS5
Adobe Illustrator CS5
Adobe Flash CS5
Adobe Dreamweaver CS5
WordPress
HTML 5

EDUCATION

European Institute of Graphic Design
2006 - 2008
Scientific secondary school in Italy
1992 - 1997

LANGUAGES

Italian native speaker, proficient in written and spoken English