



# Michele Sarzana

Marketing | Sales | Advertising & Creativity  
Digital & Social Marketing | eCommerce | Brand

I believe in creativity and branding as a mix of intuition, technology, analysis and risk. Measurability, KPIs and traceability are my keywords, imagination and innovation my main work tools. **"Great ideas need to be scary"**

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📅 25 November, 1985

## WORK EXPERIENCE

### Head of Brand Marketing, Communication & eCommerce Fastweb

10/2022 - Present

Milan, Italy

I'm responsible of the Brand, Communication & eCommerce team, with P&L control on digital sales, 40+ people and 40M€+ budget

- In charge of the **Brand & Communication strategy**, brand concept, reputation, advertising creativity and campaign from TVC to social media.
- Responsible of the **eCommerce** team, both on **prospects** and current **customer base**, focused on digital sales and upselling & cross-selling and the digital properties evolution and strategy.
- Responsible of the **Media Strategy definition** to achieve Fastweb goals along the complete **customer funnel**: branding, awareness, consideration and sales

### Manager of Advertising & Digital Media Hub Fastweb

10/2018 - 09/2022

Milan, Italy

I'm responsible of the Advertising & Digital team, leading ten colleagues + external agencies support for creativity and media activation + 13M€ budget

- In charge of the **Advertising, ATL**, branding and digital **media mix** strategy definition, from the concept phase to the implementation through all the channels and media: TV commercial, OOH e Digital OOH, events, digital & social, owned website, newspaper.
- Responsible for the definition and implementation of the **Digital Marketing** strategy: leveraging synergies between **fastweb.it website** funnel, programmatic advertising (DV360), social channels, search and performance marketing (Search Ads 360), managing and optimizing the advertising budget focused on **Digital Sales** and **branding**.

### Manager of Digital & Social Marketing Fastweb

10/2014 - 09/2018

Milan, Italy

I've been responsible of the Digital Marketing team, leading six colleagues + external agencies support + 3,5M€ budget.

- Responsible for the definition and continuous improvement of the Digital & Social Marketing strategy, leveraging synergies between social channels, search and **performance marketing** and the advertising budget management

### Head of Digital Innovation Ambito5

08/2012 - 11/2014

Milan, Italy

I've been responsible of a 4-people team and the creation of the new Digital Innovation area.

- Lead the **Innovation, Analysis & Tech Team**. Creation and ideation of services, selling proposition and positioning of the agency area dedicated to Web & Social development

### Social Media Architect Ambito5

09/2010 - 07/2012

Milan, Italy

- **Digital and social strategy definition** and development, online media campaign strategy planning, optimization and reporting

## SKILLS & COMPETENCES

Marketing & Brand Communication



Digital & Social Media Marketing



Digital Marketing (SEM, Affiliation, Display, ...)



Digital Sales & Commerce



Advertising & Creativity



## EDUCATION

### Executive MBA

SDA Bocconi

11/2021 - Present

Milano

### Master Degree in Engineering, eBusiness & ICT Management

Politecnico di Milano

09/2008 - 07/2011

## CONFERENCES & COURSES

Coordinator @ IED - Digital Marketing & Big Data (01/2015 - Present)

After graduate program for professional

## LANGUAGES

Italian

Native or Bilingual

English

Expert