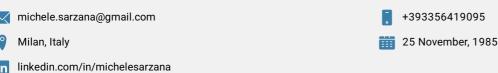


# Michele Sarzana

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"



# 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

10/2018 - 09/2022 Milan, Italy I'm responsible of the Advertising & Digital team, leading ten collegues + 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 collegues + 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*