

My name is Lino Bortolozzi, I have a consolidated experience in the field of direction and coordination of the marketing in medium/large companies.

Currently I am developing and managing the image, the marketing and the communication on behalf of a holding parent company 25 of factories in North-East Italy.

I worked at a structured company as Gottardo SpA in the role of Marketing and Communication Manager, that owns more than 520 stores under the brand Acqua & Sapone and Tigotà, managing the advertising flyer, promotional campaigns and the overall image of these signs.

During the many years of experience held at another communication company and as owner of a company that was in charge of Commercial Art, Communication and Marketing I learned all the techniques of design, development and care of the advertising campaigns. I have knowledge of the **web** and of the **digital marketing**, managing daily advertising campaigns through the **social medias and the classic advertising** through search engines, **through promotional campaigns on Adwords** and natural positioning through the use of **SEO** techniques in which I have good command.

Complete my profile the competence in **managing budgets** of millions of euros and the capacity of **coordination of all the marketing department**.

Lino Bortolozzi



Date of birth: **06/12/1974**

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Residence: **Padova**

LINKEDIN profile: <http://www.linkedin.com/in/bortolozzi>

MAIN SKILLS

- ✓ Promotional campaigns and marketing office management
- ✓ Excellent negotiation skills with suppliers
- ✓ Economic budget and partners management
- ✓ Continuous professional update, attending events and fairs

PROFESSIONAL EXPERIENCES

2015 until today **Communications and marketing manager**

P.H. Enterprise S.p.A. (VE) – Holding company.

Main duties:

- Creation, development and management of Marketing, image and Communication in each of the 25 controlled companies.
- On-line presence management and improvement, with digital marketing actions and Social media activity.
- Promotional campaigns planning, management with streamlining and analysis.

2012 – 2014 **Marketing manager**

Anybusiness S.r.l. (PD) – Project developing company.

Developed projects:

- “Nosmoke by Philip Sheridan” – Electronic cigarettes (12 shops opened in 12 months)
- “Terso, sinonimo di pulito” – Beauty & clean (4 mega-stores in Balkan area opened in 12 months, actually 6 operative abroad and one in Italy)
 - Conception and Company owned Brand creation: retail store format design, negotiation and supplier selection, commercial image coordination and creation with related promotional campaigns.

2010 – 2011 **Communications and marketing manager**

Gottardo S.p.A. Campo San Martino (PD) – Wholesale and retail commerce company: beauty & clean

www.gottardospa.it Sales volume: 450 Mln €/year - Employees: 2.000

- Conception, coordination and commercial image creation for company owned brands “Acqua&Sapone” and “Tigotà”
- In-store POP material management
- In-store communication management
- Research, negotiation and contacts with suppliers for: Advertising, Press, Gadgets, Private Label, Fidelity plans
- New marketing trends in mass retail channel

Reached results:

- +3 Mln€/year budget management
- 800.000€/year savings
- Creation of the Marketing office graphic department for the purpose of producing promotional material internally, without making use of external agencies.

2007 – 2010 **Communications and marketing manager**

XtraGroove s.r.l. (PD) – Media Business Agency

- Planning and production
 - Internet websites
 - Paper and online promotional creations
 - Brochure graphics, leaflets, company image, multimedia presentations
- Web marketing and promotional campaigns study and development, Sector study
- Research and negotiation with suppliers and customers
- Team works checking and approval

2000 – 2007 **Creative Consultant / Commercial Artist / Designer**

Studio Ellebit di Lino Bortolozzi (PD): promotional campaigns creation and management

Relevant customers: Yahoo! Italia; Yahoo! France; Yahoo! España; Assicurazioni Generali S.p.A.; DeAgostini S.p.A.; Golferia S.p.A.; Gottardo S.p.A.; Gruppo Marazzi S.p.A.; JVCKENWOOD Italia S.p.A.; Tiscali S.p.A.; Scuderia Durango GP2.

FURTHER EXPERIENCES

2002 – until today **HTML.it web-forum administrator**

- Choice and coordination of about 80 moderators
- Moderators' work coordination in topic management and application of the editorial guidelines.

1996 – 1998 **"In Collegio" Internet Point manager** (PD)

EDUCATION

1994 – 1999 **Architecture University** – IUAV (VE)

1993 **High school diploma with specialisation in surveying** – Istituto Vescovile Barbarigo (PD)

LANGUAGE AND COMPUTER SKILLS

Operative Systems: **Windows**

Software: **Office, Adobe Illustrator, Adobe Photoshop, Corel Paint Shop Pro**

Skills: **photo editing** skills, **photography technique** knowledge, **typewriting** skills over 700 keystrokes/min.

English (speaking/writing): Good

[1997 First Certificate in English (**FCE**); 1996 Preliminary English Test (**PET**); 1995 Key English Test (**KET**) at *Oxford School of English* in Padova]

FURTHER INFORMATION

Personality strong points: Creativity, Flexibility, Dedication, Communication and coordination skills, Teamwork ability.

Available for short and long term business trips.

In possession of a full European driving license and car.