



Enrico Dorigato (27/07/1995)

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Work Experiences

E-Commerce Specialist | VAIA | 04/2024 - TODAY

- CRO activities on VAIA's website and shop
- Strategic planning and implementation of advertising campaigns (ITA, DACH and FR markets)
- Set-up and management of HubSpot CRM
- Definition of a B2B lead generation strategy

Marketing Specialist | Smartpricing | 06/2023 - 04/2024

- Team coordination in the development of Meta ads for ITA, UKI, and DACH markets
- Contact management strategy through CRM with Email Marketing, and Email Automation
- Video content producer and writer for courses and tutorials for the customer e-learning platform
- Development of landing pages to gather contacts from webinars, emails, ads, and various direct links

Marketing Manager | Cineworld Trento | 01/2019 - 06/2023

Brand Identity

- Establish a mission statement and core values to guide all communication and decision-making
- Develop a unique and consistent visual style, including a logo, typography, and color scheme
- Host events and sponsorships to increase brand exposure and community engagement

Marketing and social media strategy

- Develop and manage a content calendar to ensure consistent and relevant messaging (social, ads, email)
- Collaborate with cross-functional teams to develop and implement marketing initiatives
- Implement targeted email marketing campaigns to effectively reach and engage customers
- Develop and execute comprehensive marketing campaigns to increase sales

B2B strategy

- Develop and execute a comprehensive B2B strategy to sell advertising spaces to partners
- Create materials such as presentations, landing pages, and ads tailored to the specific needs of B2B clients.
- Develop and manage a portfolio of advertising spaces, such as on-screen and lobby ads

Digital Strategist | Marketingdesign | 01/2019 - 06/2023

Content

- Design of creatives and copy for social ads
- Reporting and Community management

Web Design

- Website design
- Website development (WordPress/Webflow)

Education

IT and Business Admin (Diploma)

IT and Business Administration | 2010-2015

Studio Cinema Verona

ICorso sceneggiatura | 2024

Projects

Content Creator | [youtube.com/perginese](https://www.youtube.com/perginese)

- 25.000 subs | +200 video | +8.5mln views
- Tiktok | 81K likes | 500k views

Languages Spanish: fluent | English: fluent