

Carlo Valentini

Il mio lavoro è il marketing, dalla creazione di un brand al posizionamento dello stesso come top of mind del mercato, utilizzando canali digitali e tradizionali. Ho imparato a farlo tra l'Italia e il Brasile, lavorando presso società di consulenza, un distributore IT e alcune start-up.

Studio molto per migliorarmi - ultimamente growth hacking e copy - e ho la fortuna di poter fare molti test da cui imparare.

PROFESSIONAL EXPERIENCE

2016 - Co-founder and Marketing Manager
ongoing [CROWDFUNDME](#)
Milan (Italy) – FinTech

#1 Italian equity crowdfunding platform per number of active investors (40% of total market). Design of marketing strategies for the platform and its campaigns.

2014 - Co-founder
ongoing [AWAY TO MARS](#)
U.K. – FashTech

The collaborative fashion brand where thousands of users interact to create 100% co-created collections. Partnerships with [Melissa Shoes](#), Lisbon Fashion Week, Central St. Martins, London College of Fashion, Bocconi University, Fashion Descience.

2016 - Marketing Manager
2017 [SOLUZIONE 1](#) – Bergamo (Italy) –
Software house and system integrator

Design and execution of marketing plans, overseeing the positioning of the company and its products and spin-offs. In one year: +60% revenue, +100% in staff.

WHAT I LEARNED FROM IT?

- **MARKETING:** The storytelling that thrills investors (both for you and for your crowdfunding campaigns)
- **MANAGEMENT:** Startup management
- **STRATEGY:** Taking risks in order to grow more than richer competitors

- **MARKETING:** How to get Millennials' attention
- **HR MANAGEMENT:** Choosing the right people is the key
- **SALES:** How to intrigue C-Level executives and convince them to purchase your services

- **HR MANAGEMENT:** Keeping the team focused and motivated
- **HR RECRUITING:** Finding your new executives on LinkedIn
- **STRATEGY:** When are Spin-offs good?

2012 - Marketing Manager
2014 *CNT BRASIL – São Paulo (Brazil) – IT Value-Added Distributor (VAD)*
The company was acquired in 2014 by Arrow Electronics Inc.

Overseeing marketing activities and budget of 16 global IT brands. Managing a team of 4 people. 30% YoY growth in quotes value.

- **MARKETING & SALES:** They both need to be good, and at the same time
- **MANAGEMENT:** Quarterly budget and how to fit within it
- **HR MANAGEMENT:** Making your juniors the next seniors

2009 - Researcher and consultant in
2012 marketing and strategy consulting firms and then Business Development and Marketing for a startup in the food industry
São Paulo (Brazil) and Milan (Italy)

- **PERSONAL MANAGEMENT:** if you are unsatisfied with your company 3 times in a row, it's not your company's fault
- **MANAGEMENT:** 5 signals your first startup is going to fail soon
- **JOB SEARCHING:** choose a company whose size suits your dream

EDUCATION

2009 MASTER OF SCIENCE (110/110)
Università Commerciale Luigi Bocconi, Milan (Italy)
Economics and Management for Innovation and Technology

2007 BACHELOR DEGREE (110/110)
Università Commerciale Luigi Bocconi, Milan (Italy)
Economics and Management for Arts, Culture, Communication

IDIOMS AND IT SKILLS

ITALIAN (Mother tongue) - ENGLISH, PORTUGUESE (Fluent, written and spoken)

Microsoft Excel: advanced skills in database, modelling/planning, analysis; good skills in statistics. Google Search and Display advertising, Google Analytics, Facebook ads, Mailchimp, Mailup, Sendinblue.