

SIMONE LUPO



Personal

- Address**
Via M.T. di Calcutta 12
40056 Valsamoggia (BO)
- Phone number**
+39 3346872488
- Email**
luposim88@gmail.com
- Date of birth**
04-11-1988
- Place of birth**
Torino (TO), Italy
- Gender**
Male
- Nationality**
Italian
- Marital status**
Unmarried
- Driving licence**
B
- LinkedIn**
linkedin.com/in/simonelupo

Languages

- English ●●●●●
- Italian ●●●●●

Interests

- Innovation/StartUp
- Sport/Fitness
- Traveling and Cooking

Work experience

- Media Planning Team Leader** Oct 2018 - Present
DoveConviene - ShopFully International Group, Bologna, Italy
 - Team leader for the Italian and International Paid Media Team.
 - Managing monthly acquisition budgets and effectively allocating digital advertising investments to reach established core KPIs.
 - Setup, optimization and delivery of mobile app install, mobile app re-engagement and web traffic campaigns on Facebook and Google.
 - Negotiating and managing relations with partner advertising networks to ensure the highest quality of acquired traffic.
 - Optimization of team's workflow to increase productivity, delivery rate and marginality on delivered campaigns.
 - Liaising with key stakeholders to establish delivery goals, timing and execution.
 - Planning and executing A/B tests and campaign analysis to provide insight and improve overall performance.

- Account Manager** Nov 2016 - Oct 2018
Adglow, Milan, Italy
 - Prospecting new customers and media planning activities, in order to promote and sell social advertising campaigns focusing on the needs and potential of clients. Implementing, monitoring and optimizing social network advertising campaigns, working both on performance and brand based campaigns; analysis and reporting on ongoing activities; customer management; consultancy and budgeting. As Facebook and Instagram official Marketing Partner, the company operates in providing its service for big firms especially in fashion and luxury market sectors.

- Junior Digital Analyst** May 2016 - Nov 2016
Ducati Motor Holding Spa, Bologna, Italy
 - Internship – Digital/Advertising Area at Ducati Motor Holding Spa, Bologna, Italy. Managing all stages from briefing points to the releasing of the advertising products, acting as a link between the company and the agencies. Main activity: project management, reporting, web-analysis.

- Digital Strategist** May 2015 - Apr 2016
Eccellenze in Digitale 2015 Google & Unioncamere, Reggio Emilia, Italy
 - Internship as Digital Strategist in Reggio Emilia's Chamber of Commerce in order to help small-medium sized enterprises who desire to build a strategic presence on the Internet, facing multiple aspects with an aim to reaching that change.

Education and Qualifications

- Master Course in Social and Public Communication Science** Oct 2013 - Mar 2015
University of Bologna, Bologna, Italy
 - Mark: 108/110, thesis title: *"BUSINESS COMMUNICATION IN THE DIGITAL MARKETING ERA: FOCUS ON THE PROJECT "MADE IN ITALY - ECCELLENZE IN DIGITALE 2015" - The role of the Digital Strategist -"*.

- Higher Education Course UPA** Feb 2014 - Jun 2014
UPA - Utenti Pubblicità Associati, Milan, Italy
 - "Business Communication in the Network Society"*
Association UPA (Italian Association for Advertisers), Milan. Project-work AlceNero.

- Summer School** Jul 2014
Peking University, Beijing, China
 - "EU-CHINA Dialogue in Media and Communications Studies"*, held by USI, PKU and many other international professors

- Bachelor degree course in Multimedia Technologies and Audiovisual Communication** Sep 2009 - Jun 2013
University of Ferrara, Ferrara, Italy
 - Thesis title: **New communication methodologies: the augmented reality.** (mark: 100/110)

Skills

Microsoft Office	● ● ● ● ●
Entrepreneurship	● ● ● ● ●
Time Management	● ● ● ● ●
Analytical Thinking	● ● ● ● ●
Google Ads	● ● ● ● ●
Social Advertising	● ● ● ● ●
Media Plannig	● ● ● ● ●
Google Analytics	● ● ● ● ●

Courses

InnovationCAMP2015 CulturaDemocratica Jun 2015
Valchiavenna (SO), Italy

I was selected to introduce a communication plan regarding the proposal of law for the “**Sharing-Economy**” system in Italy, originally deposited in the Senate.

Startup Day UNIBO May 2015
University of Bologna

In the midst of over 100 ideas presented to participate at the first event organized by The University of Bologna featuring student startups, my idea was selected. I met business angels, venture capitalists and other students interested in developing my startup idea.

IELTS Academic
British Council

European Integration Course "Jean Monnet"
University of Ferrara, European Commision

Facebook Blueprint Certified Buyer
Facebook

New ECDL Full Standard
Accredia

Safety on Working Place