

Alessandro Di Mauro

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Execution-oriented digital marketing specialist with hands-on experience in CRM systems, audience research and content-driven growth strategies. My path has been shaped by learning by doing: from co-founding a startup to building real-world marketing systems across publishing, nonprofit and digital projects. I work best in environments where strategy meets execution, and ideas are turned into concrete systems and results.

EDUCATION

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- Master's Degree, H-Farm** **Rome, Italy**
01/2026 – Present
- *Digital Innovation & Entrepreneurship*
 - **Focus:** Digital transformation, entrepreneurship, innovation strategy and data-driven decision making in digital businesses.
 - **Core Areas:** Digital transformation strategy, entrepreneurship & lean startup, design thinking, digital marketing strategy, big data & analytics, applied business research.
 - **Program Approach:** Project-based learning, real-world business cases, teamwork, workshops and mentorship within the H-FARM innovation ecosystem.
- Bachelor's Degree, LUMSA University** **Rome, Italy**
09/2021 – 12/2025
- *Communication, Marketing and Digital Media*
 - **Focus:** Training in communication strategies, digital content production and marketing campaigns across traditional and digital media.
 - **Key Subjects:** Market Research, Internet Studies, Corporate Storytelling, Marketing, Digital Advertising, Investor Relations.
 - **Thesis Subject:** “Between algorithms and memories: the role of nostalgia in building loyalty in digital marketing”
- High School, Liceo Vittoria Colonna** **Rome, Italy**
2016 – 2021
- *Scientifico Scienze Applicate*

WORK EXPERIENCE

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- Il Piroscapo Edizioni** **Rome, Italy**
01/2025 – Present
- *Digital Marketing Specialist*
 - Conducted **market analysis and buyer persona research** to define positioning and improve book marketing strategy.
 - Built and managed a **CRM-based acquisition funnel**, generating **120+ qualified leads** and nurturing them into event attendance and book purchases.
 - Wrote conversion-focused **copy for email and social communications**, aligned with brand tone of voice and launch goals.
 - Produced **social content** and iterated go-to-market plans for each new release, continuously optimizing messaging and audience targeting.
- AFFILIAZEN** **Rome, Italy**
06/2024 – 09/2025
- *Digital Marketing Specialist & Sales Representative*
 - **Contributed to a national project** supporting nonprofits and ethical companies through digital tools and strategies.
 - **Designed and launched email marketing funnels**, CRM campaigns and social content.
 - **Used metrics to monitor and improve** engagement, retention and fundraising performance; collected feedback to enhance customer experience.
- Guys Do QR's** **Rome, Italy**
09/2023 – 06/2024
- *Co-founder*
 - Led brand strategy, marketing funnels, product ideation and process optimisation across the team.
 - Launched a live campaign in collaboration with brands, translating needs into tailored solutions.
 - Developed wearable engagement tools (e.g. QR-linked t-shirts) used by artists and venues.
- E-23 Retail** **Rome, Italy**
05/2024
- *Lead Generation Specialist - Internship*
 - Developed B2B lead generation flows, customer profiling and outreach campaigns.
 - Contributed to sales journey mapping and digital marketing refinement.
- Treccani - Istituto della Enciclopedia Italiana** **Rome, Italy**
01/2019 – 01/2020
- *Podcaster*
 - Co-hosted and produced a cultural podcast, managing content from research to recording
 - Translated complex topics into accessible stories for young listeners

EXTRACURRICULAR ACTIVITIES & PROJECTS

Start2Impact: Ongoing Master in Digital Marketing

Flowstate: Creator of digital and physical tools designed to capture and organise creative ideas.

Blog aledima.it: A narrative-driven blog on cars and emotions, bridging design, storytelling and culture.

SKILLS & CERTIFICATIONS

Hard Skills: Email automation, CRM (HubSpot, MailerLite), Funnel Marketing, Notion, Canva, Market Research

Languages: Native in Italian, Fluent in English (C1), Fluent in German.

Interests: Entrepreneurship, automotive, real estate, sustainability solutions, storytelling

Soft Skills: Strategic thinking, ownership, empathy, communication, teamwork

Certifications: Start2impact - Digital Marketing, LinkedIn Learning - Goal Setting & Priority Management

KEY MILESTONES & IMPACT

Reached break-even with a self-funded startup after 1 year of experimentation.

Helped nonprofits grow with data backed digital strategies via Affiliazen.

Launched a real-world brand activation for Red by Dufry in Milan.

Built full newsletter and CRM systems for publishing and nonprofit clients.

Received top reference for “proactivity, precision and added value” from project lead.