



Rho (Milano), 17/08/1992

CONTACTS

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LANGUAGES

Italian: mother-tongue

English: B2

Spanish: A1

SOFTWARE

DIGITAL MARKETING

- Microsoft Dynamics 365
- Microsoft Power BI
- Google Analytics
- Google Ads
- LinkedIn Ads Manager

CONTENT MARKETING

- inDesign
- Illustrator
- Photoshop

OFFICE 365

- Outlook
- Excel
- Power Point
- Sharepoint
- Forms

ROBERTO PINARDI

MARKETING COORDINATOR

PROFESSIONAL PROFILE

Graduated in **Communication, Media and Advertising** (IULM University of Milan), I combine strategic vision, analytical skills, and solid hands-on experience.

I believe in rigorous, **data-driven marketing** focused on **business value**, supported by continuous learning and a structured approach to projects.

Marketing Coordinator with over **10 years** of experience in **B2B marketing**, developed within industrial companies operating in **Italy** and across the **EMEA region**.

I analyze market trends and I plan and implement online and offline communication strategies. In addition, I support pre-sales activities across multiple business units, manage lead acquisition, and coordinate new product launches.

PROJECTS

- Launch in the Italian material handling market of a new product (<https://www.linak.it/prodotti/colonne-di-sollevamento/lc3/>)
- Scientific copywriting for magazines (i.e. Millionaire, Il Sole 24 Ore, JARN)
- Launch in the HVAC market of the E.M.E.A. area of a new product of the Dust Free brand (www.dustfree.eu)
- Launch in the Italian GDS and Retail market of the "inVERDE" product line for the Home & Garden sector (<https://inverde.online/>)
- Participation in the Tag & Trace project (www.tagtrace.it)

WORK EXPERIENCES

Marketing Coordinator

LINAK ITALIA Srl | July 2022 - current position

- Analysis, development and report Italian market trends
- Analysis and profiling MQL/SQL
- Prospects and lead management in pre-sale phase for 4 different business units
- Communication strategy online and offline for 4 different business units
- Event organization

Digital Marketing Specialist, Copywriter

Air Control SRL | August 2021 - July 2022

- Digital Marketing: Sendinblue platform deployment for Direct E-mail Marketing, Marketing Funnel building & maintenance with Hubspot Landing Page. Previous knowledge of BuilderAll, Mailchimp.
- Social Media Management Facebook, Instagram, YouTube, LinkedIn.
- Content Marketing / Multimedia: collaboration in the development of brochures, catalogs, flyers and technical manuals.
- Technical-scientific copywriting for trade magazines, scientific reports, events.

SOFT SKILL

Great communication attitude

Analytics Expertise

Problem Solving

Networking & Cooperation

Resiliency

Empathy

Creativity

Time Management

Long-Life Learning

HARD SKILL

Marketing Strategy

B2B Marketing Strategy

Digital Marketing

Copywriting

Content Marketing

Marketing Analysis

Email Marketing

Event Management

Web Analysis

SEO

Advertising

Internal Communication

Digital Marketing Specialist

GEA S.r.l. | November 2017 - August 2021

- Digital Marketing: use of the Builder All platform for Direct E-mail Marketing, building funnel marketing and social activities on Facebook. Previous knowledge of BuilderAll, Mailchimp.
- Participation in digital development projects such as Tag & Trace (www.tagtrace.it) and development collaboration with UX / UI analysis and usability of Progressive Web App with interactive product catalog function.
- Preparation, maintenance of 3 company sites.
- Social Media Management on Facebook, YouTube, LinkedIn.
- Event organization. Organization, management and care of communication for events in Italy and abroad: trade fairs, workshops, training events.
- Content Marketing / Multimedia: creation and maintenance of 3 product catalogs in Italian and English versions. Collaboration in the development of video tutorials for the operation of the products. Collaboration in the realization of product photoshooting.
- Advertising (online and offline). Planning, creation, management and analysis of online and offline advertising related to product launch campaigns, events, training events.

Digital Marketing Specialist / Social Media Manager

FM World - Italia | June 2016 - June 2017

- SEO/SEM's Junior copywriter for the company's e-commerce web-site
- Development's support and maintenance of online advertising with activities such as interactive banners on sites / trade magazines
- Content marketing: collaboration for setting up and maintaining the company website and e-commerce site. In addition, collaboration in the integration of the product catalog
- Collaboration in the organization of events, preparation and communication of the brand
- Social Media Management (Facebook) and CRM
- Collaboration for the integration and management of promotional newsletters

Marketing Support / P.R. & Events Office

Seneca Onlus | May 2015 - June 2016

- Press office activities with particular care of texts for interviews and official press releases
- Event organization for sponsorship, charity and fund-raising events
- Management of sending and analysis of promotional, back-office and CRM newsletters

Digital Marketing Consultant - Freelance

Spotzer | February 2015 - today

- Copywriting for SEO / SEM client sites
- Brand positioning analysis and subsequent evaluation of the best strategies to populate the client site with content
- Choice and care of the customer site layout to optimize lead generation / conversion

TRAINING

Università IULM | ECDL
- 2014

Open Classrooms |
*Communicate Your Ideas
Through Storytelling and
Design* - 2019

**Copenhagen Business
School** | *An Introduction
To Consumer
Neuroscience &
Neuromarketing* - 2020

**Imperial College
London** | *Creative
Thinking: Techniques and
Tools for Success* - 2020

**Google Career
Certificates** |
Fundamentals of
Marketing - 2020

Stanford University |
*Course on Writing in
Science* - 2021

**Google Career
Certificates** | Digital
Marketing & E-commerce
Professional Certificate -
2023

Coursera | Google Data
Analytics Professional
Certificate - 2024

Coursera | Google AI
Essentials - 2024

Hubspot Academy |
Digital Marketing
Certified - 2025

Hubspot Academy |
Inbound Sales Certified -
2025

HOBBIES

Reading & Writing

Jazz

Horology

Pet care

EDUCATION

Coursera

Data Analytics Specialization by Google | Marketing Management
January 2023 - August 2023

- Intermediate specialistic business course about Data Analytics in Marketing: data cleaning, analysis, & visualization, spreadsheets, SQL, R programming, Tableau, complete analysis and calculations using spreadsheets, SQL and R programming

Emory University

Marketing Channel Strategy & B2B2C Routes to Market Specialization |
Marketing Management
February 2023 - April 2023

Intermediate specialistic business course about Sales& Marketing in which the attendee will learn:

- how to design and redesign routes to market
- how to structure and manage business partnerships for maximum returns
- how to select and incentivize partners
- how to thrive with and manage powerful partners

IE Business School

Marketing Strategy Specialization | March 2022 - June 2022

- Intermediate course about strategy and management in marketing. Specifically, the course covered the following topics:
 - Design a research plan (research design); data analysis and survey reports about the buyers persona and their decision-making process (behavioral approaches); the customer journey and its needs.

University of Illinois Urbana-Champaign

Digital Marketing Specialization | Marketing Management
April 2021 - December 2021

- Intermediate course about strategy and management in marketing. Specifically, the course covered the following topics:
 - data collection
 - analysis methods
 - frameworks and approaches to measuring consumers' digital actions
 - web analytics tools and techniques

UC Davis Continuing and Professional Education

The Strategy of Content Marketing | Marketing
September 2020 - October 2020

- Intermediate course about strategy in content marketing. Specifically, the course covered the following topics:
 - content marketing ecosystem
 - strategic context
 - crafting a content marketing strategy
 - types of strategic content
 - content management

IULM - Communication, Media & Advertising Department

Bachelor's Degree, 97/110 | June 2012 - March 2016

- Bachelor's degree with thesis in comparative literature, "The polyphonic character in F.M. Dostoevskij, W. Faulkner and D. Delillo". Tutor: Pr. A. Scurati.

G. Marconi High School

Scientifici High School Diploma, 72/100 | September 2006 - August 2012

- High school diploma. Topics: mathematics, physics, biology, philosophy, history, Latin.